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ABSTRACT

Since the population of 17-to-21-year-old males, the traditional source for military recruitment, will decline sharply during the 1980s, consideration is being given to recruiting males aged 23-29. A national survey was conducted to assess the interest of 23-to-29-year-old men in joining the military under present conditions and with monetary (bonuses, educational incentives, lateral entry pay) and nonmonetary (training, job, location, guarantees, contract length options) incentives. A variation of random digit dialing was used to locate males in the sample age group not currently in the military; telephone numbers were drawn so that listings for each state were proportional to state population; and interviewing was terminated when approximately 4,000 interviews were obtained. Results of the survey showed that 12.7 percent of the respondents indicated they were definitely or probably planning to join the military, with the Air Force the most preferred service. Persons planning to join the military most commonly listed training, gaining new skills/experience, patriotism, and economic factors as motivating factors. Persons not interested in joining the military noted already having families and jobs as deterrents. The survey also showed that training and locational guarantees, educational benefits, and lateral entry pay were powerful incentives. It was concluded that marketing/advertising strategies need to be developed to recruit men of the 23-29 age group into the military service. (KC)

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NPRDC TR 82-62

September 1982

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THE INTENTIONS OF MEN 23 To 29 YEARS OLD TO JOIN THE MILITARY: RESULTS OF A NATIONAL SURVEY

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The population of 23-29 year olds will increase during the early 1980s and remain above 1980 levels throughout the decade. The population of the prime enlistment pool, 17-21 year old males, will decrease sharply during the 1980s and beyond. Due to the demographic shift, increased consideration may be given toward augmenting this traditional supply source by recruiting somewhat older individuals. Therefore, a survey was conducted to assess the interest of 23-29 year old men in joining the military under present conditions and under monetary (bonuses, educational incentives, lateral entry

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pay) and nonmonetary (training, job, location guarantees, contract length options) incentives. Findings are presented detailing interest levels under current conditions and under each incentive. The composition of the pool of interested men, uninterested men, and those interested only under incentive options is assessed in terms of its demographic components.

FOREWORD

The work described in this report was conducted within task area ZF63-521-001-010 (Manpower Management Decision Technology), work unit 03.16 (Accession Planning Models). The objective of this work unit is to develop methods to analyze tradeoffs between enlisted manpower requirements, personnel policies, and available enlisted manpower supply. Funding was also provided by the Air Force Recruiting Command.

This report describes the results of a national survey of 23-29 year olds to assess their intentions to join the armed services under current conditions and alternative incentive options. Results will be used to structure marketing/advertising strategies (Navy and Air Force Recruiting Commands) and as an input to accession estimation techniques. The survey was conducted under contract by Market Facts Incorporated, Arlington, VA.

Appreciation is extended to the following:

- Former Deputy Assistant Secretary of the Navy for Manpower M. Snavely-Dixon and members of her staff, particularly COL J. Cirie and Mr. W. Lindahl, for their continued support, assistance, and cooperation in obtaining necessary clearances.

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- Members of Market Facts for their assistance in designing the survey.

The contracting office's technical representative was Dr. Jules I. Borack.

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SUMMARY

Problem

The ability of the individual services to achieve projected qualitative and quantitative accession goals during the mid 1980s and beyond is an issue of increasing concern. During this time frame, the size of the military's principal pool of enlistees, males 17 to 21 years old, will decline sharply. The magnitude of the population of 23-29 year old males, however, will markedly increase during the first half of the 1980s and remain above 1980 levels during the entire decade. This suggests that this pool of somewhat older men may represent an economical source for augmenting traditional supply sources.

Objective

The primary objective of this survey was to provide reasonable estimates of the overall number and composition of men 23 to 29 years old interested in joining the military under current conditions and under various monetary and nonmonetary incentives.

Approach

A national telephone survey using a variation of random digit dialing was used to locate males who were between 23 and 29 years of age, currently residing in a household, and not currently in the military. Telephone numbers were drawn so that the number of listings for each state was proportional to the state population. Interviewing was terminated when approximately 4000 (actually 4003) completed interviews were obtained. The total sample consisted of 3411 nonprior-service respondents and 592 prior-service respondents.

Sample members were asked to indicate whether they were planning to join the military under current conditions and whether they were more likely to join under alternative scenarios involving monetary incentives (bonuses, lateral entry pay, educational benefits) and nonmonetary incentives (training/job guarantees, location guarantees, various contract lengths). Data were also gathered relating to demographics, job characteristics, prior military history, branch preference, expectations, etc.

Responses were weighted so that findings could be projected to the national population of 23-29 year old males. Comparisons were made between demographic characteristics of currently interested and uninterested men and also between currently uninterested men and those whose interest increased due to additional incentives.

Results

Overall, 12.7 percent of the respondents indicated they were definitely or probably planning to join the military. (Similar surveys of younger men 16 to 21 years old have elicited interest levels of approximately 30%.) The Air Force was rated as the most preferred service, with the Army, Navy, Coast Guard, and Marine Corps being rated significantly lower. Additionally, 23-29 year olds were found to be more selective in terms of service of choice than were 16-21 year olds.

Interest in joining the military tended to be higher among prior-service respondents than nonprior-service respondents; however, the two groups' interest in joining the active enlisted force tended to be fairly similar. Prior-service respondents exhibited a different branch preference profile from that obtained for nonprior-service individuals, primarily because of a decline in the Air Force's share of positive responses.

Individuals planning to join the military most commonly listed training/gaining new skills/experience, patriotism, and economic factors as motivating factors. Those not planning to join frequently mentioned already settled/have job/have family as deterrents. Additionally, it was found that individuals planning to join the military had demographic characteristics much like those seen in surveys of younger men.

The survey indicated that incentives tend to increase both the quantity and quality (in terms of education, high school grades) of the pool of interested men. Training and job guarantees appear to represent the most preferred incentives, with noncontributory educational benefits also scoring highly. Interest consistently increased with the dollar amount of lateral entry pay incentives, whereas the magnitude of the bonuses did not appear to affect interest significantly. Shorter enlistment contract lengths tended to increase interest.

Conclusions

1. Although enlistment intentions tend to decrease with age, the decline is not sufficient to warrant dismissal of the 23-29 year old population as a source of supply during the 1980s and 1990s.

2. Incentives such as training/job guarantees, locational guarantees, educational benefits, and lateral entry pay all show promise as methods for increasing the quality of accessions from this age range.

3. Older individuals appear to exhibit interest in fewer services than do their younger counterparts. This finding suggests that marketing and advertising strategies should be undertaken by the services individually. An all-service advertising campaign might not be effective.

Recommendations

Marketing/advertising strategies should be reevaluated if a more intensive effort to recruit 23-29 year olds is contemplated. Additionally, research should be commenced to address the costs/benefits of significantly broadened recruitment from this age range. Furthermore, some of the surprising findings of this effort suggest that a large-scale national survey of prior-service individuals should be initiated.

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INTRODUCTION

Problem and Background

The future sustainability of the all-volunteer force is being debated by Congress and within the Department of Defense. One issue of increasing concern relates to the ability of the individual services to achieve projected qualitative and quantitative accession goals during a time frame that will witness a substantial decline in the United States' population of young men. Figure 1 presents recent U.S. Bureau of the Census figures that detail the magnitude of this population decrease.

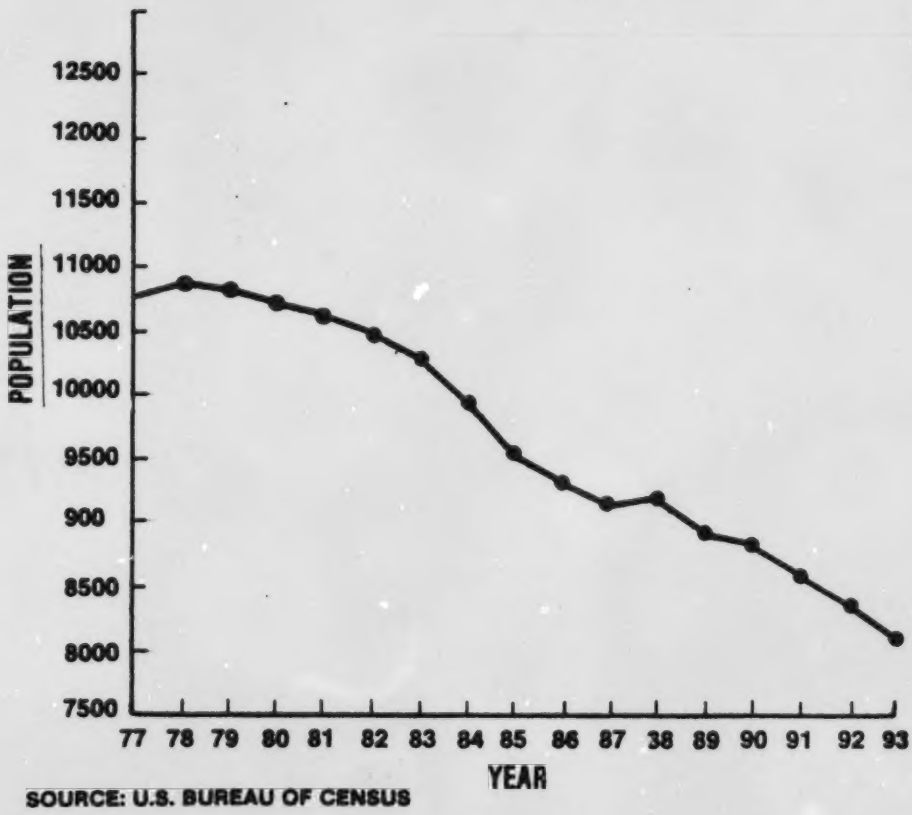


Figure 1. Estimates (in thousands) of U.S. male population age 17-21, including Armed Forces overseas.

The importance of this drop is highlighted in Tables 1 and 2, which illustrate FY 1981 nonprior-service enlisted accessions by age for each of the military branches. The tables indicate that an overwhelming percentage of accessions consist of individuals 17 to 21 years of age.

Table 1

Number and Percentage of NPS Accessions 23 Years of Age and Older

Age	Male	Female	Total
Army:			
23+	11,131	3,347	14,478
(% 23+)	(11.3)	(18.8)	(12.4)
Total	98,578	18,121	116,699
Navy:			
23+	7,726	1,817	9,543
(% 23+)	(9.7)	(18.1)	(10.6)
Total	80,044	9,646	89,690
Air Force:			
23+	6,550	1,435	7,958
(% 23+)	(9.9)	(13.5)	(10.4)
Total	66,259	10,605	76,864
Marine Corps:			
23+	1,791	234	2,025
(% 23+)	(4.8)	(10.6)	(5.1)
Total	37,677	2,211	39,888
DoD:			
23+	27,198	6,833	34,031
(% 23+)	(9.6)	(16.8)	(10.5)
Total	282,558	40,583	323,141

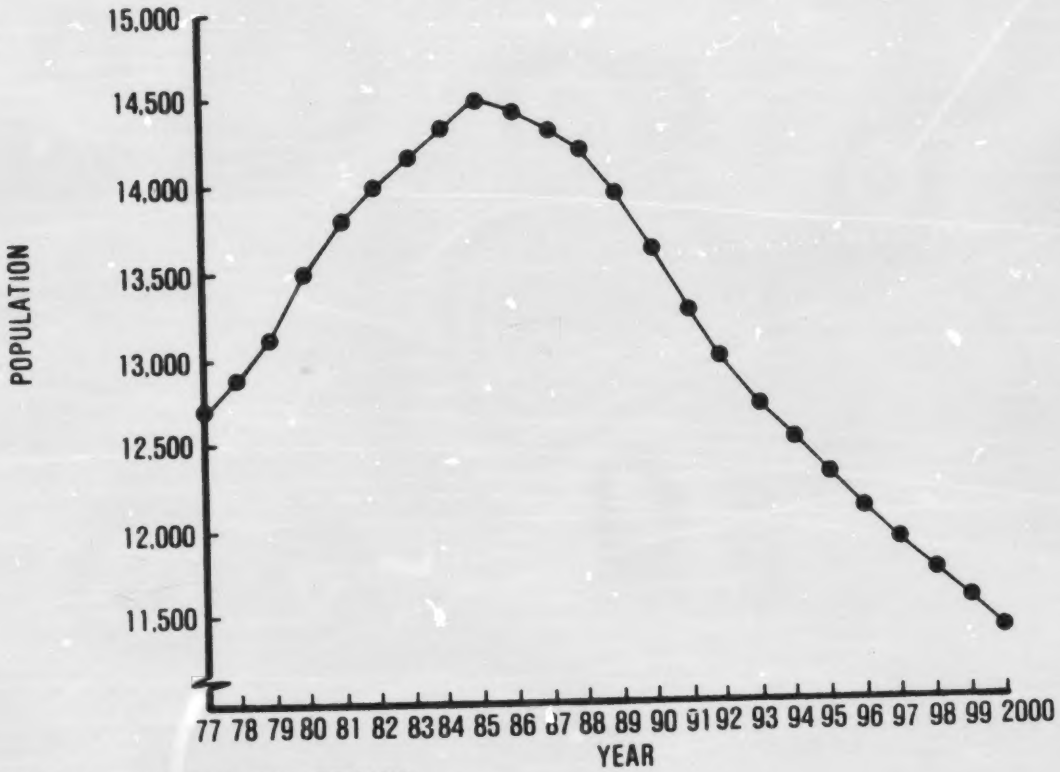
Table 2

NPS Accessions to Active Forces--Attained Age by Service and Sex
(October 1980-September 1981)

Age	Male	Female	Total
	Army		
17	11,709	1,362	13,071
18	32,677	5,505	38,182
19	20,767	3,426	24,193
20	11,342	1,935	13,277
21	6,480	1,400	7,880
22	4,472	1,146	5,618
23	3,206	831	4,037
24	2,262	586	2,848
25+	5,663	1,930	7,593
Total	98,578	18,121	116,699
Median Age	19.2	19.6	19.3
	Navy		
17	10,751	623	11,374
18	27,006	2,601	29,607
19	16,944	1,916	18,860
20	9,021	1,208	10,229
21	5,196	840	6,036
22	3,400	641	4,041
23	2,456	485	2,941
24	1,543	328	1,871
25+	3,727	1,004	4,731
Total	80,044	9,646	89,690
Median Age	19.1	19.8	19.2
	Air Force		
17	4,838	709	5,547
18	21,177	3,123	24,300
19	15,732	2,150	17,882
20	9,391	1,479	10,870
21	5,120	973	6,093
22	3,450	736	4,186
23	2,410	548	2,958
24	1,664	331	1,995
25+	2,476	556	3,032
Unknown	1	---	1
Total	66,259	10,605	76,864
Median Age	19.5	19.7	19.5
	Marine Corps		
17	6,099	181	6,280
18	15,669	825	16,494
19	7,824	427	8,251
20	3,526	254	3,780
21	1,754	160	1,914
22	1,144	130	1,144
23	660	72	732
24	451	54	505
25+	680	108	788
Total	37,677	2,211	39,888
Median Age	18.8	19.2	18.8
	DoD		
17	33,397	2,875	36,272
18	96,529	12,054	108,583
19	61,267	7,919	69,186
20	33,280	4,876	38,156
21	18,550	3,373	21,923
22	12,336	2,653	14,989
23	8,732	1,936	10,668
24	5,920	1,299	7,219
25+	12,546	3,598	16,144
Unknown	1	---	1
Total	282,558	40,583	323,141
Median Age	19.2	19.7	19.2

Note. Source: Defense Manpower Data Center.

The anticipated decline in the youth population pool compels consideration of techniques for expanding the supply of enlisted accessions. As the tables suggest, one relatively untapped source is the population of males 23-29 years old. Figure 2 presents Census Bureau population projections showing that the magnitude of this population will markedly increase during the first half of the 1980s and remain above 1980 levels during the entire decade. This suggests that this age cohort may represent a fruitful source for augmenting traditional manpower supply during the 1980s and beyond.



SOURCE: U. S. BUREAU of the CENSUS

Figure 2. Estimates (in thousands) of U.S. male population age 23-29, including Armed Forces overseas.

As part of its research in the area of Enlisted Supply Forecasting, the Navy Personnel Research and Development Center (NAVPERSRANDCEN) proposed that a national survey be conducted of men in the 23-to-29 year age range to assess their interest in joining the Navy under current conditions and under various options involving monetary and non-monetary incentives. At the request of the other services, the survey was expanded to include items of relevance to all services. The additional work was supported, in part, by the Air Force Recruiting Command.

Objective

The primary objective of the survey was to to provide reasonable estimates of the overall number and composition of men 23 to 29 years old interested in joining the military under current conditions and under various monetary and nonmonetary incentives.

METHOD

Sample

A national probability sample of 156,000 telephone numbers was generated for use as a sample. Individuals eligible for inclusion in this sample were those who were (1) male, (2) between 23 and 29 years of age, (3) currently residing in the household, and (4) not currently in the military. Telephone numbers were drawn so that the number of listings for each state was proportional to the state population. Every residential telephone number in the U.S. had an equal probability of being selected.[1]

The survey was conducted during the period August-October 1981. Interviewers made up to four attempts to reach each chosen phone number in order to establish eligibility. When a telephone number was reached, the interviewer advised that a nationwide survey was being conducted to assess people's attitudes toward various occupations. The interviewer then conducted a "screening" interview, asking respondent's age, region of country, current military service, etc. to establish eligibility. When an eligible respondent was found, the interviewer made an appointment to call back to complete the interview.

Interviewers made up to nine additional attempts to complete an interview; that is, to obtain all appropriate survey responses. Interviewing was terminated when approximately 4,000 interviews (actually 4,003) were completed. As shown in Table 3, this represents an interview response rate of 60 percent.

Survey Questionnaire

The questionnaires employed were designed jointly by NAVPERSRANDCEN, representatives of the Joint Marketing and Advertising Research Committee (which includes participants from the Air Force, Army, Marine Corps, Navy, and Coast Guard), and Market Facts, Inc. A copy of the questionnaire is provided in the appendix.

The first part of the questionnaire (items 1-11) was designed to obtain information related to current and previous employment, skills, and future plans. Then the interviewer posed the following question (No. 12):

> There are a variety of different types of things you could be doing in the next few years. One of them might involve the military service. I'm going to read you a list of several things you might be doing in the next few years. For each one, please tell me how likely it is that you will be doing that. For instance, how likely is it that you would be (INSERT STATEMENT)? Would you say "Definitely," "Probably," "Probably Not," or "Definitely Not?"

---

[1] Details of the sampling procedure, weighting procedure, associated sampling error, versioning techniques, and screening questionnaire are included in a technical appendix available upon request from NAVPERSRANDCEN, Code 15.

Table 3

Final Disposition of Telephone Dialings

Item	N	% of Subgroups	% of Total
Ineligible Households:			
Disconnected/business/no answer	50,969	38.6	36.8
Refusals prior to screening	19,750	15.0	14.2
No qualified respondent	61,246	46.4	44.2
Total	131,965	100.0	95.2
Eligible Households:			
Qualified respondent not available	54	0.8	0.0
Refusal after screening	2,586	39.0	1.9
Completed interviews	4,000	60.2	2.9
Total	6,640	100.0	4.8
Grand Total	138,605		100.0

The statement to be inserted by the interviewer represented seven services/branches and were inserted in random order:

1. Serving in the National Guard.
2. Serving in the Reserves.
3. Serving in the Air Force, active duty.
4. Serving in the Army, active duty.
5. Serving in the Coast Guard, active duty.
6. Serving in the Marine Corps, active duty.
7. Serving in the Navy, active duty.

Note that no information was provided to the respondents concerning the military; that is, no data concerning type of military job, location, pay, or incentives was presented. This was to ensure that responses obtained were based solely upon current perceptions or knowledge of military life. Responses were used as a baseline indicator to profile the "market" and to measure changes in propensity based upon various incentive options.

Later sections of the questionnaire presented questions (1) designed to determine why respondents were or were not interested in military service, and (2) related to recruiting and advertising practices. Also, the respondent was queried on issues related to previous military service (previous branch, training, length of service (LOS), pay grade at separation, reasons for leaving, etc.).

Next, the survey presented respondents with various incentive packages designed to increase interest in military service. Seven different types of incentives were considered:

1. Enlistment Bonuses.
2. Increased Basic Monthly Pay (Lateral Entry).
3. Contributory Educational Benefits.
4. Noncontributory Educational Benefits.
5. Term of Active Duty.
6. Location Guarantees.
7. Training Guarantees.

The survey included multiple versions of each type of benefit so that specific features such as monetary value, length of service, specific training incentive, etc., could be systematically varied (see Table 4). (Nonprior-service respondents were offered somewhat different benefit levels than were prior-service respondents.) Respondents were asked the following question, "If the military provided a (description of the benefit), would you be more likely or not more likely to join the military?" If the respondent answered "more likely," he was probed further to determine whether he was "much more likely," "somewhat more likely," or "just a little more likely" to join. While this question was designed mainly to evaluate the relative attractiveness of various types and versions of enlistment incentives and service benefits, it was closely related to propensity questions that ask about the absolute likelihood of a respondent serving in a specific military service. In both instances, the attractiveness or appeal of a military service or an incentive/benefit was expressed in terms of a 4-point scale of how likely the respondent is to join the military.

A split sampling technique was employed. Although there were a total of 40 incentive/benefit questions, each respondent answered only five. There were eight versions of the questionnaire, each containing a unique set of questions covering five different incentive/benefit types. Respondents were randomly assigned to one of these eight questionnaire versions. As a consequence, only 1/8 of the sample saw and rated any given incentive/benefit question, although some questions were repeated across questionnaire versions.

Because a respondent saw only one version of any given incentive/benefit type, the comparison between different levels of the same incentive/benefit (e.g., between different amounts of money offered as an enlistment bonus) are based on comparisons between different groups of subjects. This constitutes a stringent test of the relative effectiveness of different incentive levels and features because respondents cannot easily make comparisons between incentive levels as they rate the attractiveness of varying options.

Additionally, respondents with nonprior service were asked to assess how much money it would take to interest them in military service (Question 51a). Only respondents who indicated no amount of money would be sufficient were not asked to indicate which service they would enlist in (Question 51b). Unlike the preference question discussed earlier in this section, respondents were not asked to respond to each service. Therefore, only the service they would be most likely to join was obtained.

A somewhat different procedure was followed for respondents who had prior-service experience. These respondents were asked to indicate into which branch of service they would reenlist (Question 47c). Respondents were asked to assume they were eligible to reenlist and indicated how likely they would be to do so.

Table 4

Surveyed Incentives

Category	Type
Enlistment Bonuses	$5,000 if serve 2 years (combat/sea duty required)
	$10,000 if serve 2 years
	$3,000 if serve 4 years (combat/sea duty required)
	$5,000 if serve 4 years
	$5,000 if serve 4 years (combat/sea duty required)
	$10,000 if serve 4 years
	$10,000 if serve 4 years (combat/sea duty required)
	$10,000 if serve 6 years
Reenlistment Bonuses	$10,000 if serve 2 years
	$15,000 if serve 2 years
	$10,000 if serve 4 years
	$15,000 if serve 4 years
	$20,000 if serve 4 years
	$10,000 if serve 6 years
	$15,000 if serve 6 years
	$20,000 if serve 6 years
Lateral Entry	Basic Pay/Additional Pay over E-1
	$650/+$100
	$800/+$250
	$950/+$400
	$1100/+$550
Contributory Educational Benefits	$8,000--not transferable
	$8,000--transferable
	$16,000--not transferable
	$16,000--transferable
Noncontributory Educational Benefits	$8,000 if serve 4 years--not transferable
	$8,000 if serve 4 years--transferable
	$16,000 if serve 6 years--not transferable
	$16,000 if serve 4 years--not transferable
	$16,000 if serve 4 years--transferable
	$16,000 if serve 2 years--transferable
	$24,000 if serve 6 years--not transferable
	$24,000 if serve 4 years--transferable
Term of Active Duty	2 years
	4 years
	6 years
Location Guarantees	24 months at one location
	24 months within U.S.A.
Training Guarantees	First choice of skill and related job assignment
	First choice of skill
	One of top three choices

Finally, respondents were asked to provide additional demographic data (marital status, dependents, high school grades, educational attainment, race).

Respondent interviews required approximately 30 minutes to complete.

Analysis

Responses were weighted so that the results could be projected to the national population of 23-to-29 year old males (see footnote 1). They were compared to those obtained from the Youth Attitude Tracking Survey (YATS), administered by the Office of the Secretary of Defense to approximately 5000 younger males (ages 16-21) on an annual basis. Additionally, demographic and attitudinal characteristics of men interested in joining the military and those who were not interested were compared. Finally, individuals initially interested in joining the military (Question 12) and those interested only when various incentives were offered were compared.

Unless otherwise noted, statements of significance relate to tests performed at the 5 percent level.

RESULTS

Interest in Joining the Military Under Current Conditions

Overall Interest

Table 5,[2] which presents the percentage of respondents interested in joining the military under present conditions, shows that 12.7 percent had a positive propensity towards joining the military, with only 1.1 percent indicating they definitely planned to join. Fully 87.3 percent exhibited little or no interest. The table also presents the branch preference of positive propensity individuals. As is typical in surveys of this type,[3] the percentage who expressed interest in the Air Force is significantly higher than the percentage who expressed interest in any of the other active services, while the percentage interested in the Marine Corps is significantly lower. About the same percentage expressed interest in the Army and Navy.

The last column of Table 5 compares the results of this survey with those of the Fall 1981 wave of YATS. As indicated, the percentage of 23-29 years olds expressing interest in the military was about 42 percent of that for 16-21 year olds (12.7÷30.1). Of perhaps greater significance is the fact that their interest in joining the individual active services is approximately one-fourth that of the younger group. (Note that the amount of interest expressed in the Army and Navy is reversed for the younger group, but the difference between the two remains statistically insignificant.) It is important to note that a relatively higher level of propensity might have been observed in the older group if it had been the target of military recruiting. Therefore, estimates of relative propensity might be viewed as conservative.

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[2]Because of the large number of tables and figures in this section relative to the amount of text, they are placed at the end of the section, commencing on page 16.

[3]For example, see Borack, J. Intentions of Women (18-25 Years Old) to Join the Military: Results of a National Survey (NPRDC TR 78-34). San Diego: Navy Personnel Research and Development Center, September 1978. (AD-A060 104)

This observation assumes greater importance in view of the data presented in Figure 3. As shown, positive propensity as a function of age declines almost linearly among the 16-21 year olds and levels off among the older individuals surveyed; in fact, the graph now assumes the appearance of an exponential function.

Nonprior- vs. Prior-service Comparisons

Figure 4 compares the current propensity of respondents with no previous active duty service (N = 3411) with that of those with some prior active duty service (N = 592). As shown, 17.6 percent of the prior-service respondents exhibited positive propensity, compared to 11.8 percent of the nonprior-service respondents. This difference is statistically significant and may be interpreted as reasonable since nonprior-service respondents chose not to join the military during the prime enlistment (and officer) age range. Perhaps the most striking data found in Figure 4 are those concerned with enlisted propensity. As shown, the percentages of prior and nonprior service personnel interested in entering the service as an enlisted man rather than as a reservist or active officer are very similar.

Table 6 supplements these findings by presenting the percentage of positive propensity respondents who expressed an interest in an individual active service. As shown, the Air Force is clearly the service most preferred by nonprior-service 23-29 year olds. However, propensity towards the Air Force drops to third place among prior-service 23-29 years olds. When a correction factor (described in the technical appendix) was used to account for the unequal number of respondents from each service included in the sample, the Air Force still appears to rank well below the Navy in preference among prior-service individuals.[4]

The most compelling observation concerning data for 16-21 year olds is the increased magnitude of the percentages interested in the various services. On the average, these individuals expressed an interest in 2.22 of the active duty regular services, compared to 1.28 for the 23-29 year olds. This means that the older positive propensity individuals are considerably more selective in terms of the services they are willing to consider. (As noted earlier, their propensity towards the Air Force is statistically greater than that towards any other service.)

Reasons for Interest/Lack of Interest

Individuals expressing a definite or probable interest in entering one of the active duty services were asked why they were likely to enlist. Those who indicated they definitely or probably would not enter the military were asked to give reasons why. The questions were not prompted and multiple responses were accepted. Table 7, which lists the reasons why respondents were or were not interested in the military, shows that job training/learning new skills/gaining experience was the most commonly invoked reason for planning to join the military. Patriotism, excitement, economic factors, positive military experiences, and other factors were also mentioned. Typical reasons for not planning to join are already have a job/career, already settled, inadequate pay, loss of freedom, etc. Previous negative experiences (as opposed to previous positive experiences) was also cited. Noteworthy in both sets of responses is the importance of training and jobs as opposed to direct monetary payments. This theme is reiterated during the discussion of incentives appearing on page 12.

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[4]The prior-service respondents included 222 from the Army, 121 from the Navy, 108 from the Air Force, and 81 from the Marine Corps.

Propensity by Selected Demographic Characteristics

Table 8, which compares demographic characteristics of respondents definitely/probably planning to join the active duty military under current conditions and those not interested in joining, shows that the two groups differed significantly on every variable. When a specific value of a demographic variable is greater for positive propensity individuals than for other individuals, the value is positively related to interest in the military, and vice versa. Differences are discussed below:

1. Region of country. A much higher percentage of men planning to join reside in the South Atlantic States as opposed to those not planning to join (23.7 vs. 14%). Hence, it appears that the men in this region are relatively more interested in military service than are those in other areas.

2. Age. Men planning to join the military tend to be younger (within the age range surveyed) than those who are not planning to join. A greater percentage of men 23 to 25 years old are planning to serve relative to those 26 to 29 years of age.

3. Race/ethnicity. Blacks and Hispanics exhibited disproportionately high interest in joining the military. (Although not cited in the table, only 7 percent of all whites planned to join, compared to 21 and 16.5 percent for blacks and Hispanics, respectively.)

4. Educational attainment. Individuals planning to join the military were more likely to be non-high-school graduates and less likely to be college graduates than were those not planning to join. However, approximately 80-85 percent of all those planning to join the military were at least high school graduates.

5. High school grades. One way to measure the quality of personnel is by their high school grades. Individuals planning to join the military were more likely to report grades within the middle ranges (Bs-Cs or Cs-Ds) rather than at the extremes (As-Bs or below Ds) than were those not planning to join.

6. Personal income. Although not noted in the table, individuals with low annual incomes displayed disproportionately high propensity. The percentages of personnel with plans to join the military by income category are as follows:

a. Under $6K--12.9 percent.
b. $6-$10K--14.3 percent.
c. $10-$15K--9.0 percent.
d. $15-$20K--7.1 percent.
e. $20-$27K--3.3 percent.
f. $27-$35K--3.5 percent.

7. Employment status. Individuals planning to join were more likely to be unemployed than were their uninterested counterparts. Among those who were employed, 14 percent of respondents planning to join were part-time workers, compared to only 7.3 percent of those not planning to join.

8. Job satisfaction. Individuals planning to join the military, not surprisingly, exhibited greater dissatisfaction with their present job than did those not planning to join.

9. Job classification. Interest in joining was disproportionally low among professional/technical employees and relatively high among operatives, transportation operators, and laborers.

10. Marital status. Disproportionately high interest was displayed by unmarried respondents. Sixty-six percent of all individuals contemplating active military service were unmarried compared to only 46.6 percent of those not planning to serve.

The positive propensity individuals were segmented into the following positive propensity subgroups of special interest to this effort:

1. Individuals definitely/probably planning to join an active duty service and those definitely/probably planning to join the Reserves/National Guard.

2. Nonprior-service individuals definitely/probably planning to join an active duty service and prior-service individuals definitely/probably planning to join an active duty service.

3. Individuals definitely/probably planning to join an active duty service as an enlisted man and those definitely/probably planning to join an active duty service as an officer.

4. Individuals definitely planning to join an active duty service and those probably planning to join an active duty service.

Table 9 lists the factors discriminating between those subgroups. Observations are noted below:

1. From the variables that differentiate the active duty nonprior-service and prior-service subgroups, it appears that the latter view the military primarily in terms of perceived ecomonic advantages.

2. Not surprisingly, the officer subgroup tends to reflect individuals of higher quality in terms of grades and education. Interestingly, the officer subgroup tended to be younger.

3. The individuals definitely interested in joining the active duty forces appear to be clearly defined in terms of relatively bleak economic circumstances. Individuals in this group are more likely to be unemployed, unskilled, less satisfied with their jobs, of lower income, etc., than their probable counterparts. It is questionnable whether this is the type of individual that the military seeks to recruit.

Interest in Joining the Military Under Incentive Options

In this section, the number of individuals definitely or probably planning to serve under current conditions (as measured by Question 12) is compared to (1) those who were not interested in enlisting under current conditions, and (2) those who were much more or somewhat more likely to enlist under the specific incentive/benefit package under discussion. Also, differences in the composition of these two populations are analyzed. Incentives involving direct monetary payments are discussed, followed by those involving nonmonetary benefits.

Enlistment Bonuses

Prior and nonprior-service respondents were presented with a number of bonus options involving a combination of cash payment, initial contract obligation, and the notion of service in a combat/sea situation. Incentive combinations were structured so

that a variety of pairwise comparisons could be made. No individual was presented with more than one of these combinations. Table 10 presents the percentages of nonprior-service and prior-service individuals who indicated they were "much more likely" to enlist when offered these various bonus options. (Not all combinations were tested in order to achieve acceptable sample sizes. This design permitted the evaluation of the key two-way comparisons. Additionally, those combinations not likely to be offered were omitted.)

As Table 10 indicates, a large percentage of respondents are much more likely to enlist under these bonus programs. Interestingly, it is not clear whether the magnitude of the bonus exerts an appreciable impact upon enlistment propensity. It is possible, however, that enlistment contracts of only 2 years may be viewed as a positive benefit.[5] Thus, the survey did not illustrate the expected positive relationship between amount of bonus and magnitude of increased interest in enlistment/reenlistment.

To assess the impact of bonuses on the composition of the nonprior-service supply pool, Table 11 compares the demographics characteristics of individuals who were originally definitely or probably interested in enlistment to those who were originally not interested but who, with the bonus incentive, are now "much more likely" or "somewhat more likely" to enlist. Differences are discussed below.

1. Region of country. A much higher percentage of men from the Pacific and West North Central states are more likely to enlist with the bonus incentive than were originally planning to enlist. Correspondingly, men from the South Atlantic and the West South central states show relatively less interest in enlisting when the bonus is presented.

2. Age. Although a the difference in age was not significant, it appears that older men (i.e., 27-29) are relatively more likely to enlist when offered a bonus.

3. Race/ethnicity. The enlistment bonus engendered disproportionately more interest among whites than either blacks or Hispanics.

4. Educational attainment. The quality of men likely to enlist when an enlistment bonus was offered increased dramatically, as reflected by the large gain in the relative percentage of college graduates.

5. High school grades. With an enlistment bonus, a disproportionate increase in the percentage of individuals with As and Bs was noticed.

6. Personal income. Although the difference is not significant, it appears that the bonus exerts a disproportionate influence among men earning $15,000 or more.

7. Employment status. With a bonus, the composition of interested individuals now includes relatively more full-time employed individuals.

8. Job satisfaction. Although a significant effect was not found, it appears that a relatively higher percentage of men in the somewhat satisfied category was obtained.

9. Job classification. The bonus incentive attracted a relatively higher percentage of men in the professional/technical category.

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[5] A difference of approximately 3 percent is required for significance at the .05 level.

10. Marital status. A relatively higher percentage of married men were attracted to the military when a bonus was offered.

Lateral Entry Pay

Respondents were offered an enhanced entry pay incentive providing $100, $250, $400, or $550 per month over and above estimated starting basic E-1 pay ($550), assuming that they possessed the requisite training or skills. These variables are designated lateral entry pay because the values were chosen at the higher levels, to be compatible with pay scales being considered for lateral entry programs. Once again, each respondent was presented with only one specific value of the incentive. Table 12 lists the percentage of nonprior-service respondents who indicated they were "much more likely" to enlist under these incentives. The table includes all such respondents, regardless of initial propensity. Unlike the results obtained with bonuses, lateral entry pay exhibited a logical pattern of increased interest with increased compensation. This is especially noteworthy due to the fact that each respondent was given only one of these lateral entry incentives. This finding provides evidence that the monetary differentials presented appear to be well understood and elicit significantly increased interest--especially at the higher levels.

Table 13, which details the composition of the supply pool in a manner akin to that of Table 11, shows that the impact of lateral pay upon the composition of the pool of interested individuals is similar to that found for the bonus options. However, the employment status and job satisfaction profiles did not yield significant differences between the originally interested and incentive influenced groups.

Educational Incentives

Two types of educational incentives were presented to respondents. A contributory educational savings incentive similar to the Veterans Educational Assistance Program (VEAP) was offered in four versions that varied the absence/presence of an $8,000 kicker as well as a pass-along provision to wife or children. A noncontributory educational incentive similar to a G.I. bill was also offered in versions that varied the value of the incentive ($8,000, $16,000, or $24,000), required contract length (2, 4, or 6 years), and absence/presence of pass-along provision to wife or children.

Tables 14 and 15 present the percentages who are "much more likely" to join under these incentives. Table 14 indicates that there is a significant increase in interest when options involving the $8,000 kicker are presented; however, the family pass-along does not appear to increase interest appreciably. Table 15, which illustrates findings when the noncontributory incentives are presented, shows that, in general, increased renumeration is associated with increased interest. Especially noteworthy are the relatively high interest levels achieved when $16K and $24K incentives are presented. The data also suggests that a 6-year obligation may be a disincentive for military service--although the observed difference is not significant.

The impact of the family entitlement provision of these incentives is unclear. It would appear that higher monetary levels could enhance the importance of the pass-through option. However, this conclusion is tentative.

Tables 16 and 17 list the demographic composition of the enlarged supply pools associated with these incentives. The impact of education incentives upon the composition of interested individuals was very similar to that observed in the bonus option. Geographically, however, relative gains were noted in the East North Central and West

North Central regions. Relative increase in extremely satisfied individuals was also noted. For these incentives, all observed differences were significant.

Tour Length

A subsample of respondents were asked whether or not they were more likely to join the military if their active service obligation was 2, 4, or 6 years. As previously, individuals were offered only one of these scenarios. Analysis of the data revealed that 12.2, 5.2, and 4.4 percent of respondents were much more likely to join under 2, 4, and 6 year options respectively (27.5, 12.4, and 12.5% were much more or somewhat more likely to join.) Since is significantly greater interest in joining under a 2-year option than in joining under any of the other tour lengths, a 2-year contract appears to be a potent motivator.

The relatively small sample responding to these questions prohibits demographic analyses.

Training/Job Incentives

Three groups of respondents were offered a specific training/job incentive. One group was offered training in its first choice of skills; the second, in one of its top three skill choices; and the third, in its first skill choice plus the guarantee of a job in a related field. As can be see in Table 18, these incentives yield stunningly high results. Also note that options promising training in first skill choice yield significantly higher interest than the option only guaranteeing training in one of the top three choices. Furthermore, the guarantee of a job in a related field does not appear to increase interest beyond that accorded to the training option.

Table 19 presents the demographic composition of this expanded supply pool. With the exception of nonsignificant differences obtained for region and age variables, the impact of the training incentives was similar to that observed for the enlistment bonus.

Location Guarantees

Respondents were offered locational incentives involving either no change in station for 24 months or guaranteed service within the U.S. for 24 months. The item involving serving in the U.S. was not phrased in a "much more likely" format and therefore is not directly comparable to other incentives addressed in this survey. (However, there is evidence based upon a linear regression of responses to questions posed both in definitely/probably format and in much more likely format to conclude that the magnitude of interest in both of these locational incentives is fairly similar.) It was found that 15.1 percent of the surveyed respondents were much more likely to join when offered the change of station for 24 months, and 6.0 percent would definitely plan to join if offered 24 months in the U.S. The rather high magnitude of the responses to these "geographic stability" incentives leads to the inference that this concept may serve as an accession device as well as a tool for increasing retention.

The relatively small sample administered these questions does not permit demographic analysis.

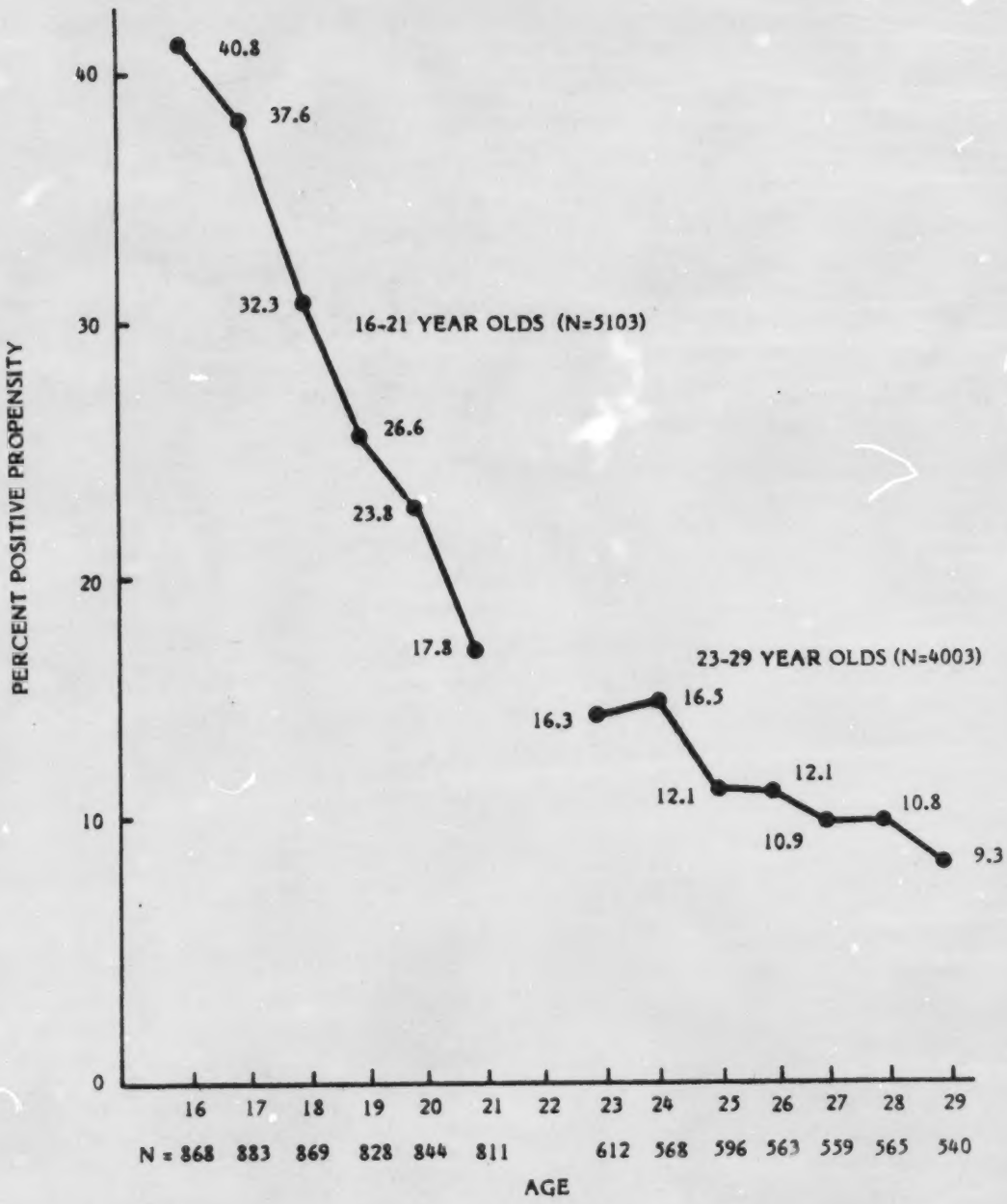
Table 5

Percentage of Respondents Interested in Joining the Military Under Current Conditions

	Current Sample (23-29 year olds) (N=4003)			Younger Sample (16-21 year olds)[a] (N=5103)
Interested in:	Definite Interest	Probable Interest	Total	Total
None of the services	--	--	87.3 (N=3495)	69.9 (N=3569)
Military in general[b]	1.1 (N=44)	11.6 (N=464)	12.7 (N=508)	30.1 (N=1534)
Air Force (Active)	0.5	3.8	4.3	18.4
Army (Active)	0.5	3.0	3.5	13.2
Navy (Active)	0.3	2.8	3.1	13.9
Marines (Active)	0.2	1.9	2.1	11.0
Coast Guard (Active)	0.3	2.4	2.7	11.0
Reserves	0.5	5.7	6.2	--
National Guard	0.5	4.7	5.2	--

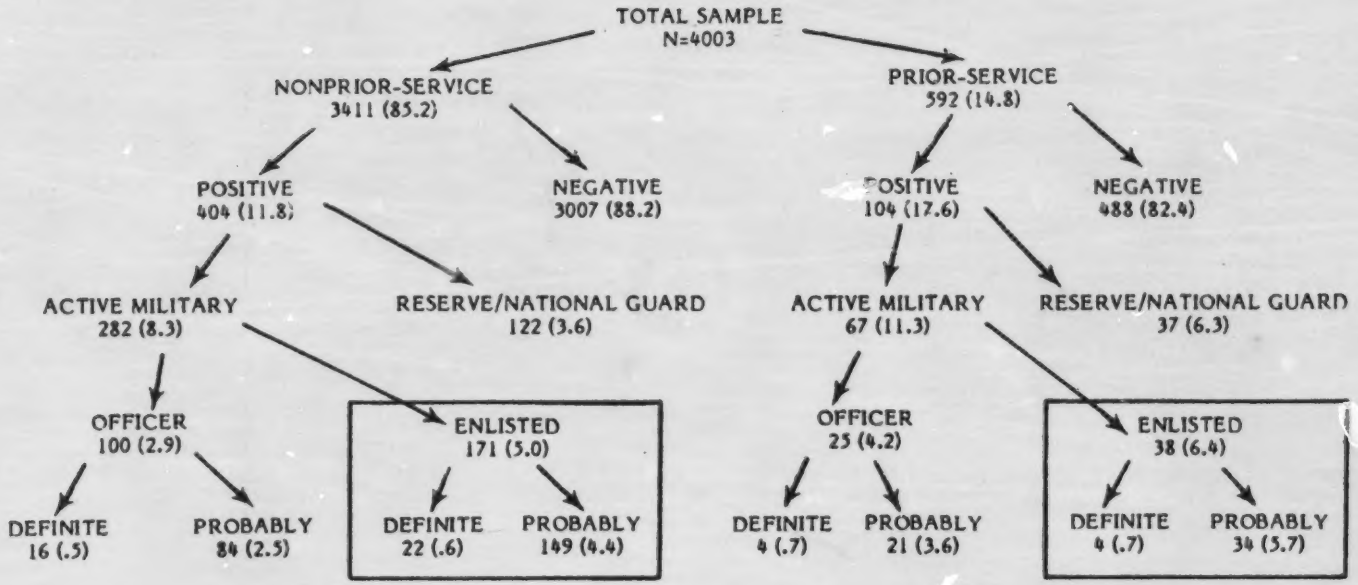
[a]Based on results of the Fall 1981 wave of the Youth Attitude Tracking Survey.

[b]The totals for military in general do not equal the total of those for individual services, since respondents often indicated interest in more than one service.



Note. No N available for 22 year olds because none were included in the two surveys.

Figure 3. Percent positive propensity as function of age.



28 Notes. 1. Numbers in parentheses refer to percentage of the total sample.

2. Fifteen respondents (11 nonprior-service and 4 prior-service) did not indicate whether they would enter the active military as an enlisted man or an officer.

29

Figure 4. Current interest expressed by nonprior- and prior-service respondents.

Table 8

Respondents Definitely/Probably Planning to Join Active Duty Military and Those Not Interested in Joining by Demographic Characteristics

Item	Respondents Definitely/Probably Planning to Join (%)	Respondents Not Interested in Joining (%)	χ^2
Region of country:			
New England	6.1	5.0	
Middle Atlantic	12.6	14.9	
South Atlantic	23.7	14.0	
East North Central	17.9	19.9	
East South Central	7.4	5.7	
West North Central	4.5	9.1	
West South Central	9.7	10.7	
Mountain	5.8	5.5	
Pacific	12.3	15.1	33.635*
Age:			
23	19.9	14.8	
24	19.7	13.7	
25	15.1	14.9	
26	13.6	14.1	
27	11.7	14.2	
28	10.1	14.5	
29	9.8	13.8	22.972*
Race/ethnicity:			
White	69.4	87.6	
Black	19.7	7.1	
Hispanic	11.0	5.3	92.053*
Educational attainment:			
Non-high-school graduate	15.5	8.3	
High-school graduate	35.4	32.5	
Business or trade school	4.7	4.9	
Some college	29.8	25.0	
College graduate	14.6	29.3	46.799*
High school grades:			
As and Bs	22.5	33.9	
Bs and Cs	61.9	53.2	
Cs and Ds	15.4	11.9	
Below Ds	0.3	1.0	21.646*
Personal income:			
Under $6K	16.7	10.0	
$6-$10K	23.4	12.4	
$10-$15K	27.9	24.8	
$15-$20K	20.2	23.3	
$20-$27K	7.0	18.4	
$27-$35K	3.0	7.2	
Over $35K	1.9	3.9	66.003*
Employment status:			
Not employed	22.5	12.1	
Employed part time	10.9	6.4	
Employed full time	66.6	81.4	44.313*
Job satisfaction:			
Extremely satisfied	28.8	39.3	
Somewhat satisfied	49.1	45.5	
Neither	8.2	6.8	
Somewhat dissatisfied	10.4	6.1	
Extremely dissatisfied	3.5	2.2	17.32069*
Job classification:			
Professional or technical	9.9	18.9	
Management or administrative	9.0	12.1	
Clerical	6.7	9.5	
Sales	6.0	6.5	
Craftsman	26.5	23.8	
Operative	11.2	9.6	
Transportation operative	8.0	5.0	
Laborer	9.4	5.7	
Farmer	2.5	2.7	
Other	10.8	6.1	35.177*
Marital status:			
Not married	66.0	46.6	
Married	34.0	53.4	47.346*

$p < .01$.

Table 9

Factors Discriminating Between Positive Propensity Subgroups

Factor	Description
Active Duty and Reserves/National Guard Subgroups	
	Active duty subgroup:
Marital status	Less likely to be married
Dependents	Less likely to have dependents
Personal income	More likely to have lower personal income
Nonprior-service and Prior-service Subgroups	
	Prior-service subgroup:
Age	More likely to be older.
Employment status	More likely to have a full-time job.
Occupation	More likely to be in unskilled blue collar jobs, and less likely to be in clerical/sales position.
Job tenure	More likely to have been on present job for a shorter period of time.
Job satisfaction	More likely to report higher job satisfaction.
Marital status	More likely to be separated or divorced and less likely to be single.
Dependents	More likely to have dependents.
High school grades	More likely to have lower high school grades.
Amount of education	More likely to have at least some college.
Personal income	More likely to have some personal income, but personal income is likely to be lower.
Other income	Less likely to have additional income from parents/relatives or other sources.
Desired job characteristics	More likely to place less value in working with people they like to work with.
Reason for wanting to serve in the military	Less likely to invoke patriotism or trying something new as a reason. More likely to invoke positive prior experiences in the military.

Table 9 (Continued)

Factor	Description
Active Duty Officer and Enlisted Man Subgroups	
	Officer subgroup:
Age	More likely to be younger.
High school grades	More likely to have better grades.
Amount of education	More likely to have higher education.
Occupation	Has relatively more professionals/managers and unskilled blue collar workers but less skilled blue collar workers.
Skills	Reports having more skills overall, particularly skills in accounting, clerical/filing, computers/keypunching, foreign languages, medicine and engineering.
Career plans	Less likely to be staying at their present job, and more likely to be going to school.
Definite and Probable Subgroups	
	Definite subgroup:
Employment status	More likely to be unemployed.
Occupation	Less likely to be a professional/manager or a skilled blue collar worker. More likely to be an unskilled blue collar worker.
Job tenure	More likely to have been on present job for a shorter period of time.
Job satisfaction	Less satisfied with present job.
Marital status	Less likely to be married. More likely to be single.
Amount of education	Less likely to have at least some college.
Race	Less likely to be white. More likely to be black.
Personal income (%)	Fewer report having personal income.
Personal income ($)	Lower personal income.
Outside income	More likely to receive support from parents or relatives.
Career plans	More likely to be working at a different job or seeking a new job (if unemployed). Less likely to be working at same job. Less likely to be going back to school.
Reasons for enlisting	More likely to cite "good benefits" as reason.

Table 10

Percentage "Much More Likely" to Enlist
Under Bonus Options

Years	Nonprior-service Enlistment Bonus			Years	Prior-service Reenlistment Bonus		
	$3,000	$5,000	$10,000		$10,000	$15,000	$20,000
2	----	7.4[a]	----	3	28.1	18.0	----
4	---- 6.1[a]	9.0 4.4[a]	8.8 9.0[a]	4	16.7	21.8	----
6	----		8.6	6	23.7	15.3	16.9

[a]Combat/Sea duty required.

Table 11

Nonprior-service Respondents Originally Definitely/Probably Planning to Enlist in Active Duty Military and Those Much More/Somewhat More Likely to Enlist With Bonuses by Demographic Characteristics

Item	Nonprior-service Respondent Originally Definitely/Probably Planning to Enlist (%)	Nonprior-service Respondent Much More/Somewhat More Likely to Enlist (%)	χ^2
Region of country:			
New England	5.1	3.6	
Middle Atlantic	12.1	12.4	
South Atlantic	22.3	17.1	
East North Central	22.5	22.8	
East South Central	7.7	7.9	
West North Central	12.3	6.8	
West South Central	12.3	6.8	
Mountain	5.9	4.6	
Pacific	8.8	14.7	16.363*
Age:			
23	20.3	16.8	
24	17.8	14.4	
25	15.8	14.4	
26	15.8	13.4	
27	10.3	13.3	
28	8.2	14.8	
29	11.8	12.7	6.897
Race/ethnicity:			
White	71.5	86.7	
Black	16.9	8.0	
Hispanic	11.7	5.3	18.412**
Educational attainment:			
Non-high-school	21.0	7.8	
High-school graduate	43.1	33.9	
Business or trade school	5.5	4.7	
Some college	27.1	24.8	
College graduate or beyond	3.4	28.7	53.421**
High school grades:			
As and Bs	15.6	31.5	
Bs and Cs	64.3	55.4	
Cs and Ds	19.5	12.2	
Below Ds	0.6	0.9	15.473**
Personal income:			
Under $6K	12.9	9.9	
$6-$10K	19.8	14.7	
$10-$15K	35.0	29.5	
$15-$20K	19.0	24.8	
$20-$27K	6.7	14.2	
$27-$35K	3.0	5.4	
Over $35K	3.5	1.5	8.752[a]
Employment status:			
Not employed	23.8	14.5	
Employed part-time	10.8	7.3	
Employed full-time	65.4	78.2	9.869**
Job satisfaction:			
Extremely satisfied	28.9	28.8	
Somewhat satisfied	50.2	56.5	
Neither	7.3	7.3	
Somewhat dissatisfied	9.5	7.3	
Extremely dissatisfied	4.1	2.1	1.798[a]
Job classification:			
Professional or technical	6.7	14.9	
Management or administration	7.4	10.7	
Clerical	6.6	10.1	
Sales	5.7	6.9	
Craftsman	34.8	23.3	
Operative	11.6	15.0	
Transportation operator	10.8	5.3	
Laborer	9.2	5.1	
Farmer	1.4	3.2	
Other	5.8	5.4	18.730*[a]
Marital status:			
Not married	66.2	50.6	
Married	33.8	49.5	11.088**

[a]Some of the valid cells have expected cell frequency less than 5.0. Data were combined to obtain valid chi-square values.

*$p < .05$.
**$p < .01$.

Table 12

Nonprior-service Respondents "Much More Likely"
to Join with Lateral Entry Pay Incentives

Basic Pay	($Increase)	Percentage Much More Likely
$ 650	(+$100)	3.0
$ 800	(+$250)	4.8
$ 950	(+$400)	10.3
$1100	(+$550)	13.5

Table 13

Nonprior-service Respondents Originally Definitely/Probably Planning to Enlist in Active Duty Military and Those Much More/Somewhat More Likely to Enlist With the Lateral Pay Incentive by Demographic Characteristics

Item	Nonprior-service Respondents Originally Definitely/Probably Planning to Enlist (%)	Nonprior-service Respondents Much More/Somwhat More Likely to Enlist (%)	χ^2
Region of country:			
New England	4.5	4.9	
Middle Atlantic	10.5	13.8	
South Atlantic	22.0	19.1	
East North Central	19.9	20.0	
East South Central	10.2	8.0	
West North Central	2.8	9.5	
West South Central	14.0	5.0	
Mountain	8.3	5.5	
Pacific	7.9	14.1	21.989**
Age:			
23	19.9	15.6	
24	19.0	13.6	
25	14.7	15.9	
26	14.8	11.7	
27	11.2	13.4	
28	8.1	15.3	
29	12.4	14.4	8.005
Race/ethnicity:			
White	72.8	82.8	
Black	18.5	10.2	
Hispanic	8.7	7.0	6.859*
Educational attainment:			
Non-high-school graduate	21.7	9.5	
High-school graduate	44.7	33.0	
Business or trade school	5.4	5.7	
Some college	25.0	28.6	
College graduate or beyond	3.2	23.3	36.440**
High school grades:			
As and Bs	15.2	28.8	
Bs and Cs	65.0	57.6	
Cs and Ds	19.8	12.6	
Below Ds	0.0	1.1	10.003**
Personal income:			
Under $6K	13.2	11.5	
$6-$10K	17.0	16.1	
$10K-$15K	37.1	29.0	
$15K-$20K	23.4	25.5	
$20K-$27K	5.2	12.4	
$27K-$35K	1.8	3.3	
Over $35K	2.3	2.3	6.042[a]
Employment status:			
Not employed	21.0	16.6	
Employed part-time	10.3	6.4	
Employed full-time	68.8	77.0	3.815
Job satisfaction:			
Extremely satisfied	24.6	34.0	
Somewhat satisfied	52.3	51.2	
Neither	8.7	5.3	
Somewhat dissatisfied	10.3	7.2	
Extremely satisfied	4.0	2.3	5.174[a]
Job classification:			
Professional or technical	6.6	15.7	
Management or administration	6.6	9.1	
Clerical	7.2	9.7	
Sales	6.0	6.9	
Craftsman	35.3	24.9	
Operative	10.8	13.7	
Transportation operator	12.6	5.0	
Laborer	7.9	5.0	
Farmer	.9	2.9	
Other	6.7	7.11	8.079*[a]
Marital status:			
Not married	64.3	48.4	
Married	35.7	51.6	9.565**

[a]Some of the valid cells have expected cell frequency less than 5.0. Data were combined to obtain valid chi-square values.

*$p < .05$.
**$p < .01$.

Table 14

Respondents "Much More Likely" to Join With Contributory Educational Incentives

Incentive	Without Kicker (%)	With $8K Kicker (%)
Without family pass-along	11.3	12.3
With family pass-along	9.9	14.0

Table 15

Respondents "Much More Likely" to Join With Noncontributory Educational Incentives Percentage

Contract Length (years)	Monetary Value		
	$8K (%)	$16K (%)	$24K (%)
2	—	18.3[a]	—
4	11.0	11.7	—
4	10.1[a]	17.3[a]	21.2[a]
6	—	8.8	—

[a]Includes family pass-along provision.

Table 16

Respondents Originally Definitely/Probably Planning to Join Active Duty Military and Those Much More/Somewhat More Likely to Join With the Contributing Educational Saving Incentive by Demographic Characteristics

Item	Respondents Originally Definitely/Probably Planning to Join (%)	Respondents Much More/Somewhat More Likely to Join With Incentive (%)	χ^2
Region of country:			
New England	7.0	4.6	
Middle Atlantic	12.5	12.6	
South Atlantic	24.7	15.9	
East North Central	16.4	21.2	
East South Central	6.7	7.4	
West North Central	4.0	9.1	
West South Central	10.1	9.2	
Mountain	7.0	5.7	
Pacific	11.6	14.4	22.968**
Age:			
23	21.1	14.4	
24	20.7	12.4	
25	13.8	16.5	
26	14.1	15.5	
27	10.6	13.1	
28	10.5	12.9	
29	9.2	15.2	24.449**
Race/ethnicity:			
White	69.8	87.2	
Black	20.2	8.1	
Hispanic	10.1	4.8	44.429**
Educational attainment:			
Non-high-school graduate	14.5	8.6	
High-school graduate	33.1	30.7	
Business or trade school	4.1	5.0	
Some college	31.2	25.2	
College graduate	15.0	30.5	31.144**
High school grade:			
As and Bs	22.5	34.7	
Bs and Cs	62.8	50.9	
Cs and Ds	14.3	13.5	
Below Ds	0.3	0.8	15.488**[a]
Personal income:			
Under $6K	18.2	12.7	
$6K-$10K	22.3	13.0	
$10K-$15K	28.2	24.1	
$15K-$20K	19.9	23.4	
$20K-$27K	6.5	17.4	
$27K-$35K	6.1	3.2	
Over $35K	1.8	3.3	34.882**
Employment status:			
Not employed	21.6	9.4	
Employed part-time	11.7	7.0	
Employed full-time	66.8	80.0	20.579**
Job satisfaction:			
Extremely satisfied	27.5	35.5	
Somewhat satisfied	50.5	49.4	
Neither	7.5	6.7	
Somewhat dissatisfied	11.2	7.1	
Extremely satisfied	3.3	1.3	9.747*[a]
Job classification:			
Professional or technical	9.6	18.8	
Management or administrative	8.4	11.7	
Clerical	5.9	8.8	
Sales	6.1	7.3	
Craftman	27.2	23.2	
Operative	11.3	11.3	
Transportation operator	9.1	5.3	
Laborer	9.9	5.1	
Farmer	2.2	1.9	
Other	10.3	6.7	26.479**
Marital status:			
Not married	65.3	47.6	
Married	34.7	52.4	26.462**

[a]Some of the valid cells have expected cell frequency less than 5.0. Data were combined to obtain valid chi-square values.

*$p < .05$.
**$p < .01$.

Table 17

Respondents Originally Definitely/Probably Planning to Join Active Duty Military and Those Much More Likely/Somewhat More Likely to Join With Noncontributing Educational Incentive by Demographic Characteristics

Item	Respondents Originally Definitely/Probably Planning to Join (%)	Respondents Much More Likely Somewhat More Likely to Join With Incentive (%)	X^2
Region of country:			
New England	6.2	4.3	
Middle Atlantic	13.0	13.3	
South Atlantic	24.2	15.1	
East North Central	17.8	20.5	
East South Central	6.9	7.7	
West North Central	4.1	9.0	
West South Central	9.0	11.0	
Mountain	6.1	6.2	
Pacific	12.8	12.7	19.623*
Age:			
23	19.1	14.8	
24	20.2	11.9	
25	15.0	16.2	
26	13.9	14.0	
27	11.2	14.3	
28	10.4	13.4	
29	10.1	15.5	19.751**
Race/ethnicity:			
White	71.8	85.5	
Black	18.4	9.2	
Hispanic	9.7	5.3	25.917**
Educational attainment:			
Non-high-school graduate	15.5	8.7	
High-school graduate	33.0	31.1	
Business or trade school	4.7	5.8	
Some college	31.8	25.4	
College graduates	15.0	29.0	29.176**
High school graduates:			
As and Bs	22.0	31.9	
Bs and Cs	63.0	54.8	
Cs and Ds	14.7	12.5	
Below Ds	0.3	0.8	9.879**[a]
Personal income:			
Under $6K	17.9	10.2	
$6K-$10K	24.3	13.3	
$10K-$15K	27.3	24.8	
$15K-$20K	18.1	24.8	
$20K-$27K	7.4	18.4	
$27K-$35K	2.7	6.2	
Over $35K	2.2	2.3	43.444**
Employment status:			
Not employed	21.4	13.1	
Employed part time	11.2	5.4	
Employed full time	67.4	81.5	25.541**
Job Satisfaction:			
Extremely satisfied	28.1	35.7	
Somewhat satisfied	49.2	48.6	
Neither	9.2	7.0	
Somewhat dissatisfied	10.3	7.0	
Extremely dissatisfied	3.2	1.7	7.956*[a]
Job classification:			
Professional or technical	10.4	19.0	
Management or administration	9.4	12.3	
Clerical	6.2	8.0	
Sales	3.8	7.2	
Craftsman	26.5	21.7	
Operative	11.2	12.8	
Transportation operator	9.1	5.9	
Laborer	9.7	5.0	
Farmer	2.6	2.1	
Other	11.1	6.0	29.480**
Marital status:			
Not married	67.7	44.1	
Married	32.3	55.9	46.382**

[a]Some of the valid cells have expected cell frequency less than 5.0. Data were combined to get valid chi-square values.

*$p < .05$.
**$p < .01$.

Table 18

Respondents "Much More Likely" to Join
with Training/Job Incentives

Incentive	Percentage
Training in first choice of skills	22.7
Training in first skill choice/job guarantee	20.3
Training in one of top three skill choices	14.5

3. Research should be commenced to address the costs/benefits of significantly broadened recruitment from this age range. This group will very likely represent a greater proportion of incoming enlistees as the demographic composition of the U.S. shifts during the 1980s.

4. Prior-service personnel should be surveyed to address some of the unusual findings (e.g., branch preference) associated with this survey. This effort should specifically address incentives tailored to this subpopulation.

CONCLUSIONS

Based upon the data presented in the previous section, it appears that individuals within the 23-to-29 year old age group possess approximately one fourth of the interest of their younger counterparts in joining the active military services. Therefore, the supply of potential accessions from this age group appears to be quite sizeable. The Air Force represents the service most preferred among nonprior-service personnel, while the Army and Navy ranked somewhat lower. The Marine Corps appears to rank substantially below these services. This suggests that relative branch preference is quite similar to that of the younger market.

In spite of the above statement, the 23-29 year olds were considerably more selective than younger men in their branch preference. This suggests that the impact of all-services vs. individual service advertising/marketing strategies may be quite different from that experienced with the younger market. Additionally, the data suggest that branch preference is quite different for prior- vs. nonprior-service personnel. Thus, advertising/marketing/recruitment strategies may result in highly differential results by branch for prior and nonprior-service personnel.

In general, the population pool interested in joining under current conditions can best be described as being comprised of individuals generally dissatisfied with their current career situation. These individuals tend to possess less income and education, are more likely to be unemployed or employed only part-time, and are more likely to have attained lower high school grades than their noninterested counterparts.

The incentives offered to respondents tended to not only increase the magnitude of the supply pool but also to improve its quality. Educational attainment, grades, current income, and employment status generally improved under most incentive packages. Training and locational guarantees represented powerful accession incentives. Educational benefits, especially in a noncontributory framework, were also powerful motivators and would almost certainly improve accession quality markedly if implemented in a fashion akin to the scenarios described in the survey. Lateral entry pay also represented a powerful incentive and was most noteworthy for a consistent increase in observed interest as pay was increased.

Less valuable incentives include noncontributory educational benefits and enlistment bonuses. In each of these instances, interest tended to be lower than that recorded for other incentives. Additionally, interest in these incentives did not rise systematically as a function of the value of the incentive.

RECOMMENDATIONS

1. Findings from this survey should be carefully studied by those interested in expanding the military supply pool beyond the age range normally recruited.

2. Marketing/advertising strategies should be reevaluated if a more intensive effort to access individuals within of the 23-29 year old age range is contemplated. Generally, training, job security, and location appear to weigh more heavily than excitement as motivators for joining the services. Additionally, since this older market is more selective than its younger counterpart regarding specific service of choice, service-specific advertising may take on added importance.

3. Research should be commenced to address the costs/benefits of significantly broadened recruitment from this age range. This group will very likely represent a greater proportion of incoming enlistees as the demographic composition of the U.S. shifts during the 1980s.

4. Prior-service personnel should be surveyed to address some of the unusual findings (e.g., branch preference) associated with this survey. This effort should specifically address incentives tailored to this subpopulation.

APPENDIX A

QUESTIONNAIRE

OMB #0703-0030
CARD 1 12 41

EMPLOYMENT ATTITUDES STUDY
- Screener -

INTERVIEWER: _____ 1 [ ][ ][ ][ ] 4

FIELD SERVICE: National Telephone Center [3][1][0][0][0]

DATE: _____ TIME BEGAN: _____ AM/PM TIME ENDED: _____ AM/PM

Hello. My name is (Susan Lee/William Dean) of Market Facts, Incorporated. We are conducting a survey to find out people's attitudes toward various occupations and would like to have your opinion. Your household has been chosen by chance. Any information you give us will be kept confidential by our firm.

(5-10 open)

1. Are there any young men currently living in your household between the age of 23 and 29?

Yes ..... 1 No ..... → (TERMINATE AND RECORD ON CALL RECORD SHEET. REUSE SCREENER.) (11)

2. How many men between the ages of 23 and 29 are currently living in your household?

1 2 3 4 More than 4 (WRITE IN) _____ (12)

Now, I would like to ask you a couple of questions about each young man in your household between 23 and 29, starting with the oldest.

3. How old is he? (RECORD UNDER QU. 3 BELOW)

4a. Is he currently in the military service, the National Guard or the Reserves? Please do not include inactive National Guard or Reserves. (RECORD UNDER QU. 4a BELOW)

4b. Has he been accepted for service in a branch of the military and is now waiting for a date to go in? (THIS DOES NOT INCLUDE ROTC. RECORD UNDER QU. 4b BELOW.)

QU. 3 Age							QU. 4a Currently In Military		QU. 4b Accepted For Military Service		
23	24	25	26	27	28	29	Yes	No	Yes	No	
1	2	3	4	5	6	7	1	2	1	2	(13-15)
1	2	3	4	5	6	7	1	2	1	2	(16-18)
1	2	3	4	5	6	7	1	2	1	2	(19-21)
1	2	3	4	5	6	7	1	2	1	2	(22-24)

(QUALIFYING PERSONS ARE THOSE MALES 23 TO 29 YEARS OLD WHO HAVE NOT BEEN ACCEPTED FOR MILITARY SERVICE AND WHO ARE NOT CURRENTLY IN THE MILITARY. THE TWO BOXED COLUMN. LIST AGES OF ALL QUALIFYING MALES BELOW. IF MORE THAN FOUR QUALIFIED MALES USE SCREENER VERSION "13" TO SELECT RESPONDENT. USE THE RESPONDENT SELECTION BOX TO DETERMINE WHICH QUALIFYING MALE SHOULD BE THE SELECTED RESPONDENT. UNDER THE COLUMN HEADED "SELECTED RESPONDENT" CIRCLE THE NUMBER INDICATING THE MALE CHOSEN.

Age of Qualifying Males	Selected Respondent
(Oldest) 1. _____	1
(Next Oldest) 2. _____	2
(Next Oldest) 3. _____	3
(Next Oldest) 4. _____	4

Number of Qualified Males: 1 2 3 4
Select Respondent Number and record.: 1 2 3 1

25 [1] [2]
26
(27)

(ASK FOR FULL NAME OF SELECTED RESPONDENT. RECORD NAME AND TELEPHONE NUMBER BELOW.)

Name: _____ Telephone Number: [ ][ ][ ] / [ ][ ][ ] – [ ][ ][ ][ ] (28-37)

IF YOU CAN GET THE SELECTED RESPONDENT ON THE PHONE GO STRAIGHT TO QU. 5 IN BOOKLET. IF NOT AT HOME MAKE AN APPOINTMENT TO CALL BACK. MAKE UP TO TEN CALLBACK APPOINTMENTS TO COMPLETE INTERVIEW WITH PERSON SELECTED. RECORD DATE, TIME AND RESULT OF EACH APPOINTMENT.

1st App't:	Date _____	Time _____	Result... 1 2 4 6 7 8 (38)
2nd App't:	Date _____	Time _____	Result... 1 2 4 6 7 8
3rd App't:	Date _____	Time _____	Result... 1 2 4 6 7 8
4th App't:	Date _____	Time _____	Result... 1 2 4 6 7 8
5th App't:	Date _____	Time _____	Result... 1 2 4 6 7 8
6th App't:	Date _____	Time _____	Result... 1 2 4 6 7 8
7th App't:	Date _____	Time _____	Result... 1 2 4 6 7 8
8th App't:	Date _____	Time _____	Result... 1 2 4 6 7 8
9th App't:	Date _____	Time _____	Result... 1 2 4 6 7 8
10th App't:	Date _____	Time _____	Result... 1 2 4 6 7 8 (47)

CIRCLE NUMBER OF FINAL APPOINTMENT:

0 5
1 6
2 7 (48)
3 8
4 9

RECORD RESULT OF FINAL APPOINTMENT:

No Answer 1
Phone disconnected/out of order 2
Long-term unavailability/language barrier/handicapped/retarded.... 4
Refusal after qualification determined 6 (49)
Qualified respondent not available-make 10 attempts 7
Completed interview 8

(50-78 open) 79 [ ] 80

RECORD RESPONDENT NAME: _____

EMPLOYMENT ATTITUDES STUDY
- Questionnaire -

1					4
3	1	0	0	0	

INTERVIEWER: _____

FIELD SERVICE: National Telephone Center

DATE: _____ TIME BEGAN: _____ AM/PM TIME ENDED: _____ AM/PM

(IF TALKING WITH A NEW RESPONDENT, REINTRODUCE YOURSELF AND PURPOSE OF SURVEY.)

Hello, I'm (Susan Lee/William Dean) of Market Facts, Incorporated. We are conducting a survey to find out people's attitudes toward various occupati... and would like to have your opinion. Your household has been chosen by chance. Any information you give us will be kept confidential by our firm. (IF RESPONDENT DOES NOT HAVE TIME, REQUEST SPECIFIC APPOINTMENT AND RECORD ON SCREENER.) (5-10 open)

5. First of all, just to be sure I am interviewing the right person, what is your age please?

Under 23 ..... → (TERMINATE)
23 2
24 3
25 4
26 5
27 6
28 7
29 8
30 and over .. → (TERMINATE)

(11)

6a. Are you working now?

Yes ..... 1 →
No ..... 2 →

(12)

6b. Are you working full time or part time?

Full time 1
Part time 2

(13)

6c. How long have you worked at your present place of employment? (DO NOT READ RESPONSES)

Less than one year 1
One year to less than two years 2
Two years to less than three years 3
Three years to less than four years ... 4
Four years or more 5

(15)

6d. Are you currently looking for a job?

Yes ..... 1 → (SKIP TO QU. 9a)
No 2

(14)

7a. What is your present occupation? (WRITE IN BELOW)

_____ 16
_____ 17

7b. Could you briefly describe your duties on your present job? (WRITE IN BELOW)

_____
_____

7c. How long have you been doing this kind of work? (DO NOT READ RESPONSES)

Less than one year 1
One year to less than two years 2
Two years to less than three years 3
Three years to less than four years ... 4
Four years or more 5

(18)

8. How satisfied are you with your present job? Are you... (READ RESPONSES)?

extremely satisfied 1
somewhat satisfied 2
neither satisfied nor dissatisfied 3
somewhat dissatisfied 4
extremely dissatisfied 5

(19)

9a. Do you have the necessary skills or experience to do the kind of work you would like to do? For example, if you wanted to be a plumber, do you have the skills to do this kind of work?

Yes ..... 1 → (SKIP TO QU. 10a) No 2

(20)

9b. Where do you plan to get the necessary skills and experience? (DO NOT READ RESPONSES)

On the job 1
In school 2
On my own 3
In the military 4
I don't have any plans to get the skills and experience 5
Other (PLEASE SPECIFY)_____

(21)

22

10a. A person may have training and/or experience in several areas which he has gained on the job, in school, or in other ways. I am going to read you a list of several areas in which you may have training or experience. For each area I would like you to tell me whether you have any training or experience in the area. The first area is (INSERT AREA). Do you have any training or experience in (INSERT AREA). (RECORD UNDER QU.10a BELOW.)

10b. (FOR EACH "AREA" RESPONDENT ANSWERS "YES" TO QU. 10a, ASK:) How many years of training or experience do you have in (INSERT AREA)? (RECORD UNDER 10b BELOW.)

10c. (FOR EACH AREA RESPONDENT ANSWERS "YES" TO QU. 10a, ASK:) Where did you get your training or experience. Did you get it "On the job", "In school", "On your own" or "In the military?" (RECORD UNDER 10c BELOW.)

(CONTINUE TO REPEAT QU. 10a, 10b, AND 10c FOR EACH AREA LISTED BELOW)

(START AT "X" SEE INSTRUCTIONS) Area	10a. Have Training or Experience? No	Yes	10b. How Many Years of Experience/Training: Less Than 1	1 to less than 2	2 to less than 3	3 to less than 4	4 to less than 5	5 or More	10c. Where get Training/Experience: On the job	In School	On my own	In the Military	
( ) Accounting	2	1 →	1	2	3	4	5	6	1	2	3	4	(23-25)
( ) Clerical, such as typing or filing	2	1 →	1	2	3	4	5	6	1	2	3	4	(26-28)
( ) Computers, such programming, keypunching or operating	2	1 →	1	2	3	4	5	6	1	2	3	4	(29-31)
( ) Electricity/Electronics	2	1 →	1	2	3	4	5	6	1	2	3	4	(32-34)
( ) Foreign Languages	2	1 →	1	2	3	4	5	6	1	2	3	4	(35-37)
( ) Operating Heavy Equipment	2	1 →	1	2	3	4	5	6	1	2	3	4	(38-40)
( ) Operating Machinery	2	1 →	1	2	3	4	5	6	1	2	3	4	(41-43)
( ) Medicine	2	1 →	1	2	3	4	5	6	1	2	3	4	(44-46)
( ) Mechanics, such as car repair, TV repair or machine repair	2	1 →	1	2	3	4	5	6	1	2	3	4	(47-49)
( ) Engineering	2	1 →	1	2	3	4	5	6	1	2	3	4	(50-52)

11a. Now, let's talk about your plans for the next few years. What do you think you might be doing? (DO NOT READ RESPONSES. PROBE:) Anything else? (PROBE UNTIL UNPRODUCTIVE. CIRCLE AS MANY AS APPLY.)

Working at a different job ..... 1 (53-60 open)
Working (if now unemployed) 2
Working at the same job ..... 3 → (SKIP TO PAGE 3, QU. 12)
Going to school 4 (61)
Joining the service 5
Other (PLEASE SPECIFY) _____ 62
_____

11b. What type of work do you plan to be doing at this different job? (WRITE IN BELOW) 63
_____ 64
_____

12. There are a variety of different types of things you could be doing in the next few years. One of them might involve the military service. I'm going to read you a list of several things you might be doing in the next few years. For each one, please tell me how likely it is that you will be doing that. For instance, how likely is it that you would be...(INSERT STATEMENT)? Would you say "Definitely", "Probably", "Probably Not", or "Definitely Not"? (RECORD BELOW THEN REPEAT FOR EACH STATEMENT.)

(START AT "X") SEE INSTRUCTIONS	Statements	Definitely	Probably	Probably Not	Definitely Not	Don't Know/ Not Sure	
( )	a. serving in the National Guard	1	2	3	4	7	(65)
	Is that the ...						
	Air Nat. Guard.....1						
	or, Army Nat. Guard..2						(66)
	(DON'T READ) → Don't know 7						
( )	b. serving in the Reserves	1	2	3	4	7	(67)
	Is that the ...						
	Air Force Reserve 1						
	Army Reserve 2						
	Coast Guard Reserve 3						(68)
	Marine Corps Reserve ... 4						
	or, Navy Reserve..... 5						
	(DON'T READ) → Don't know 7						
( )	c. serving in the Air Force, active duty.....	1	2	3	4	7	(69)
( )	d. serving in the Army, active duty.....	1	2	3	4	7	
( )	e. serving in the Coast Guard, active duty....	1	2	3	4	7	
( )	f. serving in the Marine Corps, active duty...	1	2	3	4	7	
( )	g. serving in the Navy, active duty.....	1	2	3	4	7	(73)

LOOK AT THE TWO SETS OF BOXES ABOVE. IF A CODE "3" OR "4" HAS BEEN CIRCLED FOR EACH OF THE ACTIVE DUTY SERVICES, GO TO PAGE 4, QU. 14. IF CODE "7" HAS BEEN CIRCLED FOR EACH OF THE ACTIVE DUTY SERVICES OR ANY COMBINATION OF CODES "3", "4" AND "7", GO TO PAGE 4, QU. 15A.

13a. Why would you be likely to enlist in one of the active duty military services? (DO NOT READ RESPONSES. CIRCLE ALL THAT APPLY)

(74-78 open)
79 [0] [2] 80
CARD 3
Dup (1-10)

- Job training 1
- Patriotism, doing something for country 2
- Only job available 3
- Benefits are good 4
- Exciting job/career 5
- Previous positive military experience 6
- Try something new/need a change 7
- Other (PLEASE SPECIFY) _____

(11)

12 [ ]

13b. When do you think you will join the military service? (READ RESPONSES)

- Within 6 months 1
- Between 6 months and one year 2
- More than one year but less than two years 3
- Two years or more 4
- (DON'T READ) → Don't know 7

(13)

13c. Do you expect to enter the military service as an enlisted man or as an officer?

- Enlisted man 1
- Officer 2

(14)

---------- SKIP TO QU. 15a ----------

14. Why would you not be likely to enlist in one of the active duty military services? (DO NOT READ RESPONSES. CIRCLE AS MANY AS APPLY.)

Do not want to serve in military; (UNSPECIFIED) 1
Have plans for civilian job 2
Separation/being apart 3
Danger/fear of injury 4
Loss of status of military vs. civilian career (e.g., a person can do better than being a soldier) 5
Negative military experiences by father/friends 6
Lack of personal freedom 7 (15-16)
Living conditions 8
Pay inadequate 9
Prefer to stay at home .....-1
Previous negative military experience .....-2
Health reasons (e.g., physical or emotional).....-3
Other (PLEASE SPECIFY) _____ (17 open)
_____
Don't know .....-7

15a. What do you think the maximum age for joining the military service is now? (WRITE IN BELOW) (18-19)

_____ Years Old

15b. Do you think the military services offer financial support for schooling after you leave the service? (20)

Yes ..... 1 No 2

16. Now, I'd like to read several job characteristics. After I read each characteristic, please tell me how important you feel it would be in choosing a job. (READ FIRST CHARACTERISTIC) Do you consider that "Extremely Important", "Very Important", "Fairly Important" or "Not At All Important"? (RECORD BELOW THEN REPEAT FOR EACH CHARACTERISTIC)

(START AT "X" SEE INSTRUCTIONS) ↓ Characteristics	Extremely Important	Very Important	Fairly Important	Not at all Important	Don't Know	
( ) Low physical risk.....	1	2	3	4	7	(21)
( ) Retirement income	1	2	3	4	7	
( ) Has other people you would like to work with.....	1	2	3	4	7	
( ) Teaches you a valuable trade or skill.....	1	2	3	4	7	
( ) Provides an opportunity for a good family life.....	1	2	3	4	7	
( ) Job security that is like a steady job	1	2	3	4	7	
( ) Good income.....	1	2	3	4	7	
( ) Adventure and excitement.....	1	2	3	4	7	(28)

17. Now I would like to talk about receiving information about the military. Have you ever...(READ EACH STATEMENT. RECORD BELOW.) (29-30 open)

(START AT "X" SEE INSTRUCTIONS) ↓ Statement	Yes	No	
( ) received recruiting literature on the military in the mail.....	1	2	(31)
( ) discussed the possibility of enlisting in the military with friends already in the service or who have been in the service.....	1	2	
( ) talked with your girlfriend or spouse about possible enlistment in the military ...	1	2	
( ) talked with one or both parents about possible enlistment in the military.....	1	2	
( ) taken an aptitude or career guidance test in high school given by the armed services.....	1	2	
( ) made a toll-free call for information about the military.....	1	2	
( ) asked for information about the military by mail.....	1	2	
( ) been physically or mentally tested at a military examining station.....	1	2	(38)

18. Have you ever had any contact with any military recruiter? (39)

Yes ..... 1 No ..... 2 → (SKIP TO PAGE 6, QU. 24)

19. What branch of the service did the recruiter you had contact with represent? (RECORD BELOW. PROBE:) Any other branch? (PROBE UNTIL UNPRODUCTIVE)

	Air Force	Army	Coast Guard	Marine Corps	Navy	Don't Know
Recruiters Represented	1	2	3	4	5	7 (40) → (GO TO PAGE 6 QU. 24)
(ASK QU. 20-23 FOR FIRST BRANCH)						
20. Did the (NAME SERVICE) recruiter represent the (READ RESPONSES)	(41)	(46)	(51)	(56)	(61)	
	Air National Guard... 1	Army National Guard... 1				
	Air Force Reserve..2	Army Reserve..2	Coast Guard Reserve..2	Marine Reserve...2	Navy Reserve.. 2	
	Active Air Force... 3	Active Army.....3	Active Coast Guard....3	Active Marine....3	Active Navy 3	
(DON'T READ) →	Don't know.... 7	Don't know.... 7	Don't know.....7	Don't know 7	Don't know 7	
21. Did the (NAME SERVICE) recruiter contact you first, or did you contact him?	(42)	(47)	(52)	(57)	(62)	
Recruiter contacted first 1	1	1	1	1	1	
Respondent contacted first 2	2	2	2	2	2	
22. In what year did you last have contact with the (NAME SERVICE) recruiter? (DO NOT READ RESPONSES)	(43)	(48)	(53)	(58)	(63)	
1981 1	1	1	1	1	1	
1980 2	2	2	2	2	2	
1979 3	3	3	3	3	3	
1978 4	4	4	4	4	4	
1977 5	5	5	5	5	5	
1976 or earlier 6	6	6	6	6	6	
Don't know 7	7	7	7	7	7	
23. How were you in contact with the (NAME SERVICE) recruiter? (PROBE:) Anything else? (PROBE UNTIL UNPRODUCTIVE)	(44)	(49)	(54)	(59)	(64)	
Went to a recruiting station 1	1	1	1	1	1	
Talked face-to-face at other than recruiting station 2	2	2	2	2	2	
Heard recruiter give talk 3	3	3	3	3	3	
Talked to local recruiter by phone .. 4	4	4	4	4	4	
Called long distance number 5	5	5	5	5	5	
Other _____						
	(45)	(50)	(55)	(60)	(65)	

GO BACK TO NEXT BRANCH, QU. 20, OR IF NO OTHER BRANCH, GO TO PAGE 6, QUESTION 24.

24. Now I would like to ask you a few questions about the types of television programs you watch. For each one please tell me how often you usually watch that type of program in an average week. For instance, in an average week how often do you usually watch (INSERT FIRST TYPE OF PROGRAM)? Do you watch (INSERT TYPE OF PROGRAM) "Very Often", "Fairly Often", "Once in a while" or "Never". (RECORD BELOW THEN REPEAT FOR EACH TYPE OF PROGRAM.)

Type of Program	Very Often	Fairly Often	Once in a While	Never	Don't Know/Not Sure	
Sports shows like Wide World of Sports or football games.....	1	2	3	4	7	(66)
Drama shows like Lou Grant, Dallas, or Hill Street Blues	1	2	3	4	7	
News shows like the local or network news or 60 Minutes	1	2	3	4	7	
Comedies like Archie Bunker's Place Taxi, or House Calls.....	1	2	3	4	7	
Movies	1	2	3	4	7	(70)

25. What type of radio station format do you usually listen to? (DON'T READ LIST. RECORD ONE RESPONSE ONLY)

Country & Western 1
Popular/Top 40/Rock 2 (71)
Soul 3
Classical 4
All News 5
Other (PLEASE SPECIFY) _____ 72 ☐
_____

26. Now I would like you to think about any advertising for the military you may have seen or heard recently. On what media do you usually see or hear advertising for the military? (DO NOT READ LIST. RECORD ALL RESPONSES)

Television 1
Radio 2
Billboards (Poster/Bus/Train) 3 (73)
Magazines 4
Other (PLEASE SPECIFY) _____ 74 ☐
_____
Don't remember seeing/hearing advertising.. 7 → (SKIP TO QU. 28a)

27. What branch(es) of the service do you remember being mentioned in the advertising? (DO NOT READ LIST. RECORD ALL RESPONSES)

Air Force 1
Army 2
Coast Guard 3
Marine Corp 4
National Guard 5 (75-76)
Navy 6
Reserve 7
Joint Service (all four active duty services together) ..... 8 (77-78 open)
Don't know ..... -7 79 [0 3] 80

28a. Have you ever served on active duty in any branch of the Armed Forces? (11)

Yes.... 1 No..... 2 → (SKIP TO PAGE 8, QU. 38)

28b. Was that active duty service principally as a member of the regular military or as a reservist or National Guard?

Regular military..... 1
Reservist or National Guard... 2 → (SKIP TO PAGE 8, QU.39) (12)

29. In which branch did you serve on active duty? (READ RESPONSES. CIRCLE ONLY ONE.)

Active Air Force..... 1
Active Army..... 2
Active Coast Guard..... 3 (13)
Active Marine Corps..... 4
Active Navy..... 5

30. How long did you actually serve on active duty? Was it...(READ RESPONSES)

less than one year..... 1
two years to less than three years..... 2
three years to less than four years..... 3 (14)
four years to less than five years..... 4
or, five years or more..... 5

31. Were you drafted or did you volunteer? (15)

Drafted..... 1
Volunteer..... 2

32. Were you an enlisted man or an officer? (16)

Enlisted man..... 1
Officer..... 2

33a. Did you receive technical training while on active duty? (17)

Yes.... 1 No..... 2 → (SKIP TO QU. 34a)

33b. In what area did you receive your technical training? (WRITE IN BELOW) 18 19

(20 open)

34a. How long was your initial term of obligated service for active duty?

2 years..... 1
3 years..... 2
4 years..... 3 (21)
5 years..... 4
6 years..... 5

34b. Did you complete your initial term of obligated service? (22)

Yes... 1
No.... 2

35. In what year did you leave active duty? (23-24)

1981..... 1
1980..... 2
1979..... 3
1978..... 4
1977..... 5
1976..... 6
1975..... 7
1974..... 8
1973..... 9
1972..... -1
1971..... -2
1970..... -3
1969..... -4

36a. What was your pay grade at the time of separation? (RECORD ONLY ONE ANSWER) (25-26)

E1... 1 E4... 4 E7... 7 | O1... -1 O4... -4
E2... 2 E5... 5 E8... 8 | O2... -2 O5... -5
E3... 3 E6... 6 E9... 9 | O3... -3

Don't remember pay grade..... -7

52

36b. What was your military specialty or skill when you left active duty? (WRITE IN BELOW)

_____ 27

_____ 28

(29-30 open)

37. What were your main reasons for leaving active duty service? (DO NOT READ RESPONSES. PROBE:) Anything else? (PROBE UNTIL UNPRODUCTIVE. RECORD ALL RESPONSES.)

- Didn't like job/supervisor..... 1
- Didn't like job/work environment, i.e. shipboard life petty regulations..... 2
- Didn't like job/location of the military base..... 3
- Better opportunities in civilian life..... 4
- Family/wife problems..... 5
- Didn't like family separation..... 6
- Inadequate pay/benefits..... 7
- Didn't get training/job/opportunity that had been promised to me..... 8

(31)

Other (PLEASE SPECIFY) _____ 32

_____

----------(SKIP TO PAGE 9 QU. 47a)----------

(33-36 open)

38. Have you ever served in the Reserves/National Guard in any branch of the Armed Forces?

Yes.... 1 No..... 2 → (SKIP TO PAGE 11, QU. 50) (37)

39. In which branch did you serve in the Reserves/National Guard? (READ RESPONSES. CIRCLE ONLY ONE.)

- Air Force Reserve.....1
- Army Reserve 2
- Coast Guard Reserve.....3
- Marine Corps Reserve.....4
- Navy Reserve.....5
- Air National Guard.....6
- Army National Guard.....7

(38)

39

40. How long did you actually serve in the Reserves/National Guard? Was it...(READ RESPONSES)

- less than one year..... 1
- two years to less than three years..... 2
- three years to less than four years..... 3
- four years to less than five years..... 4
- or, five years or more..... 5

(40)

41. Were you an enlisted man or an officer?

- Enlisted man..... 1
- Officer..... 2

(41)

42a. Did you receive technical training while in the Reserves/National Guard?

Yes.... 1 No..... 2 → (SKIP TO QU. 43a) (42)

42b. In what area did you receive your technical training? (WRITE IN BELOW) 43

_____

_____ 44

43a. How long was your initial term of obligated service in the Reserves/National Guard? (45-46 open)

- 2 years..... 1
- 3 years..... 2
- 4 years..... 3
- 5 years..... 4
- 6 years..... 5

(47)

43b. Did you complete your initial term of obligated service?

Yes.....1

No.....2 (48)

44. In what year did you leave the Reserves/National Guard?

1981..... 1		1974..... 8	
1980..... 2		1973..... 9	(49-50)
1979..... 3		1972..... -1	
1978..... 4		1971..... -2	
1977..... 5		1970..... -3	
1976..... 6		1969..... -4	
1975..... 7			

45a. What was your pay grade at the time of separation? (RECORD ONLY ONE ANSWER)

E1... 1	E4... 4	E7... 7	O1... -1	O4... -4	(51-52)
E2... 2	E5... 5	E8... 8	O2... -2	O5... -5	
E3... 3	E6... 6	E9... 9	O3... -3		

Don't remember pay grade.....-7

45b. What was your military specialty or skill when you left the Reserves/National Guard? (WRITE IN BELOW) 53

_____ 54

_____ (55-56 open)

46. What were your main reasons for leaving the Reserves/National Guard? (DO NOT READ RESPONSES. PROBE) Anything else? (PROBE UNTIL UNPRODUCTIVE. RECORD ALL RESPONSES)

Didn't like job/supervisor..... 1

Didn't like job/work environment, i.e. shipboard life petty regulations.....2

Didn't like job/location of the military base..... 3

Better opportunities in civilian life..... 4 (57)

Family/wife problems..... 5

Didn't like family separation..... 6

Inadequate pay/benefits..... 7

Didn't get training/job/opportunity that had been promised to me..... 8

Other (PLEASE SPECIFY) _____ 58

_____ (59-62 open)

47a. When you left the military service were you eligible to reenlist?

Yes..... 1 → (SKIP TO QU. 47b) (63)

No..... 2

Don't know/not sure.... 7

You may be eligible to reenlist now even though you were not eligible, or you were not sure if you were eligible, at the time you left the military. Please answer the next few questions assuming you are eligilbe to reenlist in the military.

47b. How likely would you be to reenlist in the military in the next few years? Would you say you would "Definitely", "Probably", "Probably Not" or "Definitely Not" reenlist?

Definitely reenlist.....1

Probably reenlist.....2

Probably not reenlist.....3 → (SKIP TO QU. 47e) (64)

Definitely not reenlist.....4

(65-78 open)
79 [0 | 4] 80
CARD 5
Dup (1-10)

47c. In what branch of the service would you reenlist?

Air Force	Army	Coast Guard	Marine Corps	Navy
1 ↓ (12)	2 ↓ (13)	3 ↓ (14)	4 ↓ (15)	5 ↓ (16)
Is that the...	Is that the...	Is that the...	Is that the...	Is that the...
Air National Guard..... 1	Army National Guard..... 1			
Air Force Reserve..... 2	Army Reserve.. 2	Coast Guard Reserve..... 2	Marine Corps Reserve..... 2	Navy Reserve.. 2
Active Air Force..... 3	Active Army... 3	Active Coast Guard... 3	Active Marine Corps.. 3	Active Navy... 3
(DON'T READ) → Don't know.... 7	Don't know.... 7	Don't know.... 7	Don't know.... 7	Don't know.... 7

(11)

47d. What would be your major reasons for being likely to reenlist in the military? (DO NOT READ RESPONSES. PROBE:) Anything else? (PROBE UNTIL UNPRODUCTIVE. RECORD ALL RESPONSES)

Pay..... 1
Reenlistment bonus..... 2
Location of choice..... 3
Family benefits..... 4
Dissatisfaction with civilian life..... 5
Training in new skill..... 6
Educational benefits..... 7
Other (PLEASE SPECIFY)_____ 8

(17)

18 ☐

47e. How likely would you be to reenlist in the military within the next few years if you could enter only at your old military specialty or skill? Would you say you would "Definitely", "Probably", "Probably Not" or "Definitely Not" reenlist?

Definitely reenlist..... 1
Probably reenlist..... 2
Probably not reenlist..... 3
Definitely not reenlist..... 4

(19)

47f. How likely would you be to reenlist in the military in the next few years if you were permitted to retrain into a different military specialty or skill? Would you say you would "Definitely", "Probably", "Probably Not" or "Definitely Not" reenlist?

Definitely reenlist..... 1
Probably reenlist..... 2
Probably not reenlist..... 3
Definitely not reenlist..... 4

(20)

(21-24 open)

48. Now, I would like to ask you a few questions about what you think the military could do to interest people like yourself to reenlist. 25 [1]

If because of your military job training and experience you were able to receive a starting pay of $650 a month, which is $100 a month more than the basic pay, would you be more likely or not more likely to reenlist?

More likely..... ☐ → Would you be... (26)

Not more likely..... 4 — much more likely..... 1

Don't know/not sure. 7 — somewhat more likely..... 2

or, just a little more likely.. 3

49. Now, assuming that everthing about the military stays the same as it is now, if there was a bonus of $10,000 for reenlisting for four years or more, would you be more likely or not more likely to reenlist?

More likely..... ☐ → Would you be... (27)

Not more likely..... 4 — much more likely..... 1

Don't know/not sure. 7 — somewhat more likely..... 2

or, just a little more likely.. 3

----------(SKIP TO PAGE 12, QU. 54)----------

50. Now I'd like to ask you a few questions about what you think the military could do to interest people like yourself in joining. For your information, an enlisted man in the military at the lowest pay grade receives $550 a month. When benefits are considered, the pay equals $850.

Please think in terms of your current annual salary or, if you are currently unemployed, what you would expect to be making if you were employed. If the military paid you the same salary as you are currently making how likely is it that you would enlist in the military?

Definitely ..... 1 → (SKIP TO QU. 51b)

Probably ..... 2 → (SKIP TO QU. 51b)

Probably Not 3

Definitely Not 4

Don't know/not sure .. 7

(28)

51a. Approximately how much more than the basic pay of $550 per month would you have to be paid to be interested in enlisting in the military?

$ _____ more per month

No amount would interest me.. 996 → (SKIP TO QU. 52) (29-31)

51b. In which branch of the service would you enlist?

Air Force	Army	Coast Guard	Marine Corps	Navy
1 ↓ (33)	2 ↓ (34)	3 ↓ (35)	4 ↓ (36)	5 ↓ (37)
Is that the...	Is that the...	Is that the...	Is that the...	Is that the...
Air National Guard..... 1	Army National Guard..... 1			
Air Force Reserve..... 2	Army Reserve.. 2	Coast Guard Reserve..... 2	Marine Corps Reserve..... 2	Navy Reserve.. 2
Active Air Force..... 3	Active Army... 3	Active Coast Guard... 3	Active Marine Corps.. 3	Active Navy... 3
(DON'T READ) → Don't know.... 7	Don't know.... 7	Don't know.... 7	Don't know.... 7	Don't know.... 7

(32)

52. If because of your job training and experience or college, you were able to receive a starting pay of $650 a month, which is $100 a month more than basic pay, how likely is it that you would enlist in the military? Would you say "Definitely", "Probably", "Probably Not" or "Definitely Not"?

Definitely 1
Probably 2
Probably Not 3
Definitely Not 4
Don't know/not sure 7

(38)

53. Now, assuming everything about the military stays the same as it is now, if there was a bonus of $10,000 for enlisting for four years or more, would you be more likely or not more likely to join the military?

More likely..... ☐ → Would you be...
Not more likely..... 4
Don't know/not sure. 7
much more likely..... 1
somewhat more likely..... 2
or, just a little more likely.. 3

(39)

54. Still thinking about the military as it is now, if your required term of active duty was two years, including training time, would you be more likely or not more likely to join the military?

More likely..... ☐ → Would you be...
Not more likely..... 4
Don't know/not sure. 7
much more likely..... 1
somewhat more likely..... 2
or, just a little more likely.. 3

(40)

55. The military provides financial support for schooling. For those willing to save $50 to $100 a month in an education savings account, the military will add $2 for every $1 saved to a maximum of $5,000. This benefit can be used by your wife or children. Knowing this, would you be more likely or not more likely to join the military?

More likely..... ☐ → Would you be...
Not more likely..... 4
Don't know/not sure. 7
much more likely..... 1
somewhat more likely..... 2
or, just a little more likely.. 3

(41)

56. The military also provides another type of educational benefit related to the length of service. If the military paid you up to $8,000 for tuition and expenses for your ecucation, provided you served four years active duty, would you be more likely or not more likely to join the military?

More likely..... ☐ → Would you be...
Not more likely..... 4
Don't know/not sure. 7
much more likely..... 1
somewhat more likely..... 2
or, just a little more likely.. 3

(42)

(43-44 open)

(QUESTIONS 57 - 58 NOT USED THIS VERSION)

Now, I have a few questions to help us understand how different groups of people feel about occupations. Please remember that the information you give us is completely confidential.

59. Are you...(READ RESPONSES)

single, never married 1
married 2
separated 3
divorced 4
or, widowed 5 (45)

60a. Do you have any dependents? That is, do you provide more than half of the financial support for any child or adult?

Yes ..... 1 No ..... 2 → (SKIP TO QU. 61) (46)

60b. How many dependents do you have?

One 1
Two 2
Three 3
Four or more ... 4 (47)

61. What were your average grades in high school? (READ RESPONSES)

A's and B's 1
B's and C's 2
C's and D's 3
below D's 4
(DON'T READ) → Does not apply 5
Don't remember 7 (48)

62. What is the highest education level you have completed?

Less than high school 1
High school graduate ..... 2 → (SKIP TO QU. 65a)
Business or Trade school 3
Some College ..... 4 → (SKIP TO QU. 64a) (49)
College graduate 5
Some graduate work/graduate degree 6

63. What was your major in college? (WRITE IN BELOW) 50 51

_____

---SKIP TO QU. 65a---

64a. How many college credit hours or units do you have?

_____ Hours (52-53) or _____ Units (54-55)

64b. Were they...(READ RESPONSES)

semester hours or units 1
trimester hours or units 2
or quarter hours or units 3 (56)

65a. Please tell me whether you describe yourself as...(READ RESPONSES)

White 1
Black 2
American Indian or Alaskan Native 3
Asian or Pacific Islander 4
(DON'T READ) → Refused 9 (57)

65b. Are you of Hispanic origin?

Yes ..... 1 No 2 (58)

66a. Now I would like to ask you about your total personal income from all sources before taxes in 1980? Did you have any personal income in 1980?

Yes ..... 2 No ..... 1 → (SKIP TO QU. 67) (59)

66b. Which of the following categories best describes your total personal income for 1980. Please tell me to stop when I read the range that includes your total personal income. (READ RESPONSES)

Less than $6,000 1
$6,000 to less than $10,000 2
$10,000 to less than $15,000 3
$15,000 to less than $20,000 ..... 4 (60)
$20,000 to less than $27,000 5
$27,000 to less than $35,000 6
$35,000 and over 7

67. Now I would like you to think about your entire household, that is, everyone currently living with you. I am going to read a list of possible income sources and I would like you to tell me which ones contributed to your total household income in 1980. The first one is ... (INSERT FIRST SOURCE). Did this source of income contribute to your total household income? (RECORD BELOW THEN REPEAT FOR EACH SOURCE.)

Income Sources	Yes	No	
Spouse's job	1	2	(61)
Parent/Relative.....	1	2	
Investments	1	2	
Alimony	1	2	
Child support	1	2	(65)

Any other source of income that I have not mentioned, please describe:

_____ (66-68 open)

IF THE RESPONDENT MENTIONS "NO" TO ALL LISTED SOURCES AND DOES NOT SPECIFY OTHER INCOME AND GAVE A PERSONAL INCOME IN QU. 66b, SKIP TO QU. 69.

68. Which of the following categories best describes your total household income before taxes in 1980? Remember to include any income from employment, pension, social security, etc. Please tell me to stop when I read the range that includes your household income. (READ RESPONSES)

Less than $6,000 1
$6,000 to less than $10,000 2
$10,000 to less than $15,000 ..... 3 (69)
$15,000 to less than $20,000 4
$20,000 to less than $27,000 5
$27,000 to less than $35,000 6
$35,000 and over 7

69. Next, I would like to know your Social Security Number. Because of a recently enacted law, I must tell you that the authority to request this information is given in 10 USC 136. Providing this information is voluntary on your part and there are no consequences if you choose not to do so. This information is needed for our records.

What is your Social Security Number?

70 [ ][ ][ ] / [ ][ ] / [ ][ ][ ][ ] 78 None Refused 79 [0][5] 80

Your opinions have been very helpful and I appreciate the time you took to participate in this survey. Thank you.

(BE SURE TO RECORD COMPLETED INTERVIEW ON SCREENER UNDER "RESULT OF FINAL ATTEMPT". ATTACH SCREENER TO FRONT OF QUESTIONNAIRE. RECORD TIME INTERVIEW ENDED ON FRONT OF QUESTIONNAIRE)

INCENTIVE VERSIONS TWO THROUGH EIGHT

48. Now, I would like to ask you a few questions about what you think the military could do to interest people like yourself to reenlist. 25 [2]

Assuming that everything about the military stays the same as it is now, if there was a bonus of $10,000 for reenlisting for three years or more, would you be more likely or not more likely to reenlist?

More likely..... [ ] → Would you be...
Not more likely..... 4 — much more likely..... 1
Don't know/not sure. 7 — somewhat more likely..... 2
— or, just a little more likely.. 3

(26)

49. If because of your military job training and experience you were able to receive a starting pay of $800 a month, which is $250 a month more than the basic pay, would you be more likely or not more likely to reenlist?

More likely..... [ ] → Would you be...
Not more likely..... 4 — much more likely..... 1
Don't know/not sure. 7 — somewhat more likely..... 2
— or, just a little more likely.. 3

(27)

----------(SKIP TO PAGE 12, QU. 54)----------

50. Now I'd like to ask you a few questions about what you think the military could do to interest people like yourself in joining. For your information, an enlisted man in the military at the lowest pay grade receives $550 a month. When benefits are considered, the pay equals $850.

Please think in terms of your current annual salary or, if you are currently unemployed, what you would expect to be making if you were employed. If the military paid you the same salary as you are currently making how likely is it that you would enlist in the military? Would you say....(READ RESPONSES)?

Definitely 1
Probably ..... 2 → (SKIP TO QU. 51b)
Probably Not 3
Definitely Not 4
(DON'T READ) → Don't know/not sure .. 7

(28)

51a. Approximately how much more than the basic pay of $550 per month would you have to be paid to be interested in enlisting in the military?

$ _____ more per month
No amount would interest me.. 996 → (SKIP TO QU. 52)

(29-31)

51b. In which branch of the service would you enlist?

Air Force	Army	Coast Guard	Marine Corps	Navy
1 ↓	2 ↓	3 ↓	4 ↓	5 ↓
(33) Is that the...	(34) Is that the...	(35) Is that the...	(36) Is that the...	(37) Is that the...
Air National Guard..... 1	Army National Guard..... 1			
Air Force Reserve..... 2	Army Reserve.. 2	Coast Guard Reserve..... 2	Marine Corps Reserve..... 2	Navy Reserve.. 2
Active Air Force..... 3	Active Army... 3	Active Coast Guard... 3	Active Marine Corps.. 3	Active Navy... 3
(DON'T READ) → Don't know.... 7	Don't know.... 7	Don't know.... 7	Don't know.... 7	Don't know.... 7

(32)

52. If because of your job training and experience or college, you were able to receive a starting pay of $800 a month, which is $250 a month more than basic pay, would you be more likely or not more likely to join the military?

More likely..... ☐ → Would you be...

Not more likely..... 4 — much more likely..... 1

Don't know/not sure. 7 — somewhat more likely..... 2 (38)

or, just a little more likely.. 3

53. Now, assuming everything about the military stays the same as it is now, if there was a bonus of $10,000 for enlisting for two years or more, how likely is it that you would enlist in the military? Would you say "Definitely", "Probably", "Probably Not", ot "Definitely Not"?

Definitely..... 1 — Probably not..... 3

Probably..... 2 — Definitely not..... 4 (39)

Don't know/not sure. 7

54. The military provides financial support for schooling. For those willing to save $50 to $100 a month in and education savings account, the military will add $2 for every $1 saved to a maximum of $8,000. Knowing this, would you be more likely or not more likely to join the military?

More likely..... ☐ → Would you be...

Not more likely..... 4 — much more likely..... 1

Don't know/not sure. 7 — somewhat more likely..... 2 (40)

or, just a little more likely.. 3

55. The military also provides another type of educational benefit related to the length of service. If the military paid you up to $16,000 for tuition and expenses for your education, provided you served four years active duty, would you be more likely or not more likely to join the military?

More likely..... ☐ → Would you be...

Not more likely..... 4 — much more likely..... 1

Don't know/not sure. 7 — somewhat more likely..... 2 (41)

or, just a little more likely.. 3

56. Still thinking about the military as it is now, if your required term of active duty was four years, including training time, would you be more likely or not more likely to join the military?

More likely..... ☐ → Would you be...

Not more likely..... 4 — much more likely..... 1

Don't know/not sure. 7 — somewhat more likely..... 2 (42)

or, just a little more likely.. 3

(43-44 open]

48. Now, I would like to ask you a few questions about what you think the military could do to interest people like yourself to reenlist. 25 [3]

If because of your military job training and experience you were able to receive a starting pay of $950 a month, which is $400 a month more than the basic pay, would you be more likely or not more likely to reenlist?

More likely..... [ ] → Would you be... (26)

Not more likely..... 4 — much more likely..... 1

Don't know/not sure. 7 — somewhat more likely..... 2

or, just a little more likely.. 3

49. Now, assuming that everthing about the military stays the same as it is now, if there was a bonus of $10,000 for reenlisting for six years or more, would you be more likely or not more likely to reenlist?

More likely..... [ ] → Would you be... (27)

Not more likely..... 4 — much more likely..... 1

Don't know/not sure. 7 — somewhat more likely..... 2

or, just a little more likely.. 3

----------(SKIP TO PAGE 12, QU. 54)----------

50. Now I'd like to ask you a few questions about what you think the military could do to interest people like yourself in joining. For your information, an enlisted man in the military at the lowest pay grade receives $550 a month. When benefits are considered, the pay equals $850.

Please think in terms of your current annual salary or, if you are currently unemployed, what you would expect to be making if you were employed. If the military paid you the same salary as you are currently making how likely is it that you would enlist in the military? Would you say.....(READ RESPONSES)? (28)

Definitely ..... 1 [ ] → (SKIP TO QU. 51b)

Probably ..... 2 [ ] → (SKIP TO QU. 51b)

Probably Not 3

Definitely Not 4

(DON'T READ) → Don't know/not sure .. 7

51a. Approximately how much more than the basic pay of $550 per month would you have to be paid to be interested in enlisting in the military? (29-31)

$ _____ more per month

No amount would interest me.. 996 → (SKIP TO QU. 52)

51b. In which branch of the service would you enlist? (32)

Air Force	Army	Coast Guard	Marine Corps	Navy
1 ↓ (33)	2 ↓ (34)	3 ↓ (35)	4 ↓ (36)	5 ↓ (37)
Is that the...	Is that the...	Is that the...	Is that the...	Is that the...
Air National Guard..... 1	Army National Guard..... 1			
Air Force Reserve..... 2	Army Reserve.. 2	Coast Guard Reserve..... 2	Marine Corps Reserve..... 2	Navy Reserve.. 2
Active Air Force..... 3	Active Army... 3	Active Coast Guard... 3	Active Marine Corps.. 3	Active Navy... 3
(DON'T READ) → Don't know.... 7	Don't know.... 7	Don't know.... 7	Don't know.... 7	Don't know.... 7

52. If because of your job training and experience or college, you were able to receive a starting pay of $950 a month, which is $400 a month more than basic pay, would you be more likely or not more likely to join the military?

More likely..... ☐ → Would you be...
Not more likely..... 4 — much more likely..... 1
Don't know/not sure. 7 — somewhat more likely..... 2
— or, just a little more likely.. 3

(38)

53. Now, assuming everything about the military stays the same as it is now, if there was a bonus of $10,000 for enlisting for six years or more, would you be more likely or not more likely to join the military?

More likely..... ☐ → Would you be...
Not more likely.....4 — much more likely.....1
Don't know/not sure .7 — somewhat more likely.....2
— or, just a little more likely...3

(39)

54. The military provides a type of educational benefit related to the length of service. If the military paid you up to $24,000 for tuition and expenses for your education, provided you served six years active duty, how likely is it that you would enlist in the military? Would you say "Definitely", "Probably", "Probably Not", or "Definitely Not"?

Definitely..... 1 — Probably not..... 3
Probably..... 2 — Definitely not..... 4
— Don't know/not sure. 7

(40)

55. Still thinking about the military as it is now, if your required term of active duty was six years, including training time, would you be more likely or not more likely to join the military?

More likely..... ☐ → Would you be...
Not more likely..... 4 — much more likely..... 1
Don't know/not sure. 7 — somewhat more likely..... 2
— or, just a little more likely.. 3

(41)

56. The military provides financial support for schooling. For those willing to save $50 to $100 a month in an education savings account, the military will add $2 for every $1 saved to a maximum of $8,000, plus an additional educational bonus of $8,000. This benefit could be used by your wife or children. Knowing this, would you be more likely or not more likely to join the military?

More likely..... ☐ → Would you be...
Not more likely..... 4 — much more likely..... 1
Don't know/not sure. 7 — somewhat more likely..... 2
— or, just a little more likely.. 3

(42)

(43-80 open)

48. Now, I would like to ask you a few questions about what you think the military could do to interest people like yourself to reenlist. 25 [4]

Assuming that everything about the military stays the same as it is now, if there was a bonus of $15,000 for reenlisting for three years or more, would you be more likely or not more likely to reenlist?

More likely..... ☐ → Would you be...
Not more likely..... 4 — much more likely..... 1
Don't know/not sure. 7 — somewhat more likely..... 2 (26)
— or, just a little more likely.. 3

49. If because of your military job training and experience you were able to receive a starting pay of $1,100 a month, which is $550 a month more than the basic pay, would you be more likely or not more likely to reenlist?

More likely..... ☐ → Would you be...
Not more likely. ... 4 — much more likely..... 1
Don't know/not sure. 7 — somewhat more likely..... 2 (27)
— or, just a little more likely.. 3

----------(SKIP TO PAGE 12, QU. 54)----------

50. Now I'd like to ask you a few questions about what you think the military could do to interest people like yourself in joining. For your information, an enlisted man in the military at the lowest pay grade receives $550 a month. When benefits are considered, the pay equals $850.

Please think in terms of your current annual salary or, if you are currently unemployed, what you would expect to be making if you were employed. If the military paid you the same salary as you are currently making how likely is it that you would enlist in the military? Would you say.....(READ RESPONSES)?

Definitely ..... 1 → (SKIP TO QU. 51b) — Probably Not 3 (28)
Probably ..... 2 — Definitely Not 4
(DON'T READ) → Don't know/not sure .. 7

51a. Approximately how much more than the basic pay of $550 per month would you have to be paid to be interested in enlisting in the military?

$ _____ more per month — No amount would interest me.. 996 → (SKIP TO QU. 52) (29-31)

51b. In which branch of the service would you enlist?

Air Force	Army	Coast Guard	Marine Corps	Navy
1 ↓ (33)	2 ↓ (34)	3 ↓ (35)	4 ↓ (36)	5 ↓ (37) (32)
Is that the...	Is that the...	Is that the...	Is that the...	Is that the...
Air National Guard..... 1	Army National Guard..... 1			
Air Force Reserve..... 2	Army Reserve.. 2	Coast Guard Reserve..... 2	Marine Corps Reserve..... 2	Navy Reserve.. 2
Active Air Force..... 3	Active Army... 3	Active Coast Guard... 3	Active Marine Corps.. 3	Active Navy... 3
(DON'T READ) → Don't know.... 7	Don't know.... 7	Don't know.... 7	Don't know.... 7	Don't know.... 7

48. Now, I would like to ask you a few questions about what you think the military could do to interest people like yourself to reenlist. 25 [4]

Assuming that everything about the military stays the same as it is now, if there was a bonus of $15,000 for reenlisting for three years or more, would you be more likely or not more likely to reenlist?

More likely..... ☐ → Would you be...
Not more likely..... 4 — much more likely..... 1
Don't know/not sure. 7 — somewhat more likely..... 2 (26)
— or, just a little more likely.. 3

49. If because of your military job training and experience you were able to receive a starting pay of $1,100 a month, which is $550 a month more than the basic pay, would you be more likely or not more likely to reenlist?

More likely..... ☐ → Would you be...
Not more likely. ... 4 — much more likely..... 1
Don't know/not sure. 7 — somewhat more likely..... 2 (27)
— or, just a little more likely.. 3

----------(SKIP TO PAGE 12, QU. 54)----------

50. Now I'd like to ask you a few questions about what you think the military could do to interest people like yourself in joining. For your information, an enlisted man in the military at the lowest pay grade receives $550 a month. When benefits are considered, the pay equals $850.

Please think in terms of your current annual salary or, if you are currently unemployed, what you would expect to be making if you were employed. If the military paid you the same salary as you are currently making how likely is it that you would enlist in the military? Would you say.....(READ RESPONSES)?

Definitely ..... 1 ☐
Probably ..... 2 ☐ → (SKIP TO QU. 51b)
Probably Not 3
Definitely Not 4 (28)
(DON'T READ) → Don't know/not sure .. 7

51a. Approximately how much more than the basic pay of $550 per month would you have to be paid to be interested in enlisting in the military?

$ _____ more per month (29-31)
No amount would interest me.. 996 → (SKIP TO QU. 52)

51b. In which branch of the service would you enlist?

Air Force	Army	Coast Guard	Marine Corps	Navy
1 ↓ (33)	2 ↓ (34)	3 ↓ (35)	4 ↓ (36)	5 ↓ (37) (32)
Is that the...	Is that the...	Is that the...	Is that the...	Is that the...
Air National Guard..... 1	Army National Guard..... 1			
Air Force Reserve..... 2	Army Reserve.. 2	Coast Guard Reserve..... 2	Marine Corps Reserve..... 2	Navy Reserve.. 2
Active Air Force..... 3	Active Army... 3	Active Coast Guard... 3	Active Marine Corps.. 3	Active Navy... 3
(DON'T READ) → Don't know.... 7	Don't know.... 7	Don't know.... 7	Don't know.... 7	Don't know.... 7

52. If because of your job training and experience or college, you were able to receive a starting pay of $1,100 a month, which is $550 a month more than basic pay, would you be more likely or not more likely to join the military?

More likely..... ☐ → Would you be...

Not more likely..... 4 — much more likely..... 1

Don't know/not sure. 7 — somewhat more likely..... 2

or, just a little more likely.. 3

(38)

53. Now, assuming everything about the military stays the same as it is now, if there was a bonus of $5,000 for enlisting for four years or more, would you be more likely or not more likely to join the military?

More likely..... ☐ → Would you be...

Not more likely.....4 — much more likely.....1

Don't know/not sure .7 — somewhat more likely.....2

or, just a little more likely...3

(39)

54. Still thinking about the military as it is now, if after completion of training, the next 24 months of active duty were guaranteed to be at one location, would you be more likely or not more likely to join the military?

More likely..... ☐ → Would you be...

Not more likely..... 4 — much more likely..... 1

Don't know/not sure. 7 — somewhat more likely..... 2

or, just a little more likely.. 3

(40)

55. The military provides financial support for schooling. For those willing to save $50 to $100 a month in an education savings account, the military will add $2 for every $1 saved to a maximum of $8,000, plus an additional educational bonus of $8,000. Knowing this, how likely is it that you would enlist in the military? Would you say "Definitely", "Probably", "Probably Not", or "Definitely Not".

Definitely..... 1 — Probably not..... 3

Probably..... 2 — Definitely not..... 4

Don't know/not sure. 7

(41)

56. The military also provides another type of educational benefit related to the length of service. If the military paid you up to $16,000 for tuition and expenses for your education, provided you served six years active duty, would you be more likely or not more likely to join the military?

More likely..... ☐ → Would you be...

Not more likely..... 4 — much more likely..... 1

Don't know/not sure. 7 — somewhat more likely..... 2

or, just a little more likely.. 3

(42)

(43-44 open)

Version 5

48. Now, I would like to ask you a few questions about what you think the military could do to interest people like yourself to reenlist. 25 [5]

If because of your military job training and experience you were able to receive a starting pay of $650 a month, which is $100 a month more than the basic pay, would you be more likely or not more likely to reenlist?

More likely..... [ ] → Would you be...
Not more likely..... 4 — much more likely..... 1
Don't know/not sure. 7 — somewhat more likely..... 2 (26)
— or, just a little more likely.. 3

49. Now, assuming that everthing about the military stays the same as it is now, if there was a bonus of $15,000 for reenlisting for four years or more, would you be more likely or not more likely to reenlist?

More likely..... [ ] → Would you be...
Not more likely..... 4 — much more likely..... 1
Don't know/not sure. 7 — somewhat more likely..... 2 (27)
— or, just a little more likely.. 3

----------(SKIP TO PAGE 12, QU. 54)----------

50. Now I'd like to ask you a few questions about what you think the military could do to interest people like yourself in joining. For your information, an enlisted man in the military at the lowest pay grade receives $550 a month. When benefits are considered, the pay equals $850.

Please think in terms of your current annual salary or, if you are currently unemployed, what you would expect to be making if you were employed. If the military paid you the same salary as you are currently making how likely is it that you would enlist in the military? Would you say.....(READ RESPONSES)?

Definitely ..... 1 [ ] → (SKIP TO QU. 51b)
Probably ..... 2 [ ] → (SKIP TO QU. 51b)
Probably Not 3 (28)
Definitely Not 4
(DON'T READ) → Don't know/not sure .. 7

51a. Approximately how much more than the basic pay of $550 per month would you have to be paid to be interested in enlisting in the military?

$ _____ more per month — No amount would interest me.. 996 → (SKIP TO QU. 52) (29-31)

51b. In which branch of the service would you enlist?

Air Force	Army	Coast Guard	Marine Corps	Navy
1 ↓ (33)	2 ↓ (34)	3 ↓ (35)	4 ↓ (36)	5 ↓ (37) (32)
Is that the...	Is that the...	Is that the...	Is that the...	Is that the...
Air National Guard..... 1	Army National Guard..... 1			
Air Force Reserve..... 2	Army Reserve.. 2	Coast Guard Reserve..... 2	Marine Corps Reserve..... 2	Navy Reserve.. 2
Active Air Force..... 3	Active Army... 3	Active Coast Guard... 3	Active Marine Corps.. 3	Active Navy... 3
(DON'T READ) → Don't know.... 7	Don't know.... 7	Don't know.... 7	Don't know.... 7	Don't know.... 7

52. If because of your job training and experience or college, you were able to receive a starting pay of $650 a month, which is $100 a month more than basic pay, would you be more likely or not more likely to join the military?

More likely..... ☐ → Would you be...

Not more likely..... 4 — much more likely..... 1

Don't know/not sure. 7 — somewhat more likely..... 2 (38)

or, just a little more likely.. 3

53. Now, assuming everything about the military stays the same as it is now, if there was a bonus of $10,000 for enlisting for four years or more and volunteering for combat duty or sea duty, would you be more likely or not more likely to join the military?

More likely..... ☐ → Would you be...

Not more likely.....4 — much more likely.....1

Don't know/not sure .7 — somewhat more likely.....2 (39)

or, just a little more likely...3

54. The military provides financial support for schooling. For those willing to save $50 to $100 a month in an an education savings account, the military will add $2 for every $1 saved to a maximum of $8,000. This benefit can be used by your wife or children. Knowing this, would you be more likely or not more likely to join the military?

More likely..... ☐ → Would you be...

Not more likely.... 4 — much more likely.....1

Don't know/not sure.7 — somewhat more likely.....2 (40)

or, just a little more likely..3

55. The military also provides another type of educational benefit related to the length of service. If the milita paid you up to $8,000 for tuition and expenses for your education, provided you served four years active duty, and this benefit can be used by your wife or children, would you be more likely or not more likely to join the military?

More likely..... ☐ → Would you be...

Not more likely..... 4 — much more likely.....1

Don't know/not sure.. 7 — somewhat more likely.....2 (41)

or, just a little more likely..3

56. Still thinking about the military as it is now, if after completion of training the next 24 months of active duty were guaranteed to be in the United States, how likely is it that you would enlist in the military? Would you say "Definitely", "Probably", "Probably Not", or "Definitely Not"?

Definitely.....1 — Probably Not..... 3 (42)

Probably.....2 — Definitely Not..... 4

Don't know/not sure.....7

(43-44
ope

48. Now, I would like to ask you a few questions about what you think the military could do to interest people like yourself to reenlist. 25 [6]

Assuming that everything about the military stays the same as it is now, if there was a bonus of $15,000 for reenlisting for six years or more, would you be more likely or not more likely to reenlist?

More likely..... ☐ → Would you be...
Not more likely..... 4 — much more likely..... 1
Don't know/not sure. 7 — somewhat more likely..... 2 (26)
— or, just a little more likely.. 3

49. If because of your military job training and experience you were able to receive a starting pay of $800 a month, which is $250 a month more than the basic pay, how likely is it that you would enlist in the military. Would you say "Definitely", "Probably", "Probably Not", or "Definitely Not".

Definitely..... 1 — Probably Not..... 3 (27)
Probably..... 2 — Definitely Not..... 4
— Don't know/not sure. 7

----------SKIP TO PAGE 12, QU. 54----------

50. Now I'd like to ask you a few questions about what you think the military could do to interest people like yourself in joining. For your information, an enlisted man in the military at the lowest pay grade receives $550 a month. When benefits are considered, the pay equals $850.

Please think in terms of your current annual salary or, if you are currently unemployed, what you would expect to be making if you were employed. If the military paid you the same salary as you are currently making how likely is it that you would enlist in the military? Would you say....(READ RESPONSES)?

Definitely ..... 1 → (SKIP TO QU. 51b) — Probably Not 3 (28)
Probably ..... 2 — Definitely Not 4
(DON'T READ) → Don't know/not sure .. 7

51a. Approximately how much more than the basic pay of $550 per month would you have to be paid to be interested in enlisting in the military?

$ _____ more per month — No amount would interest me.. 996 → (SKIP TO QU. 52) (29-31)

51b. In which branch of the service would you enlist?

Air Force	Army	Coast Guard	Marine Corps	Navy
1 ↓ (33)	2 ↓ (34)	3 ↓ (35)	4 ↓ (36)	5 ↓ (37) (32)
Is that the...	Is that the...	Is that the...	Is that the...	Is that the...
Air National Guard..... 1	Army National Guard..... 1			
Air Force Reserve..... 2	Army Reserve.. 2	Coast Guard Reserve..... 2	Marine Corps Reserve..... 2	Navy Reserve.. 2
Active Air Force..... 3	Active Army... 3	Active Coast Guard... 3	Active Marine Corps.. 3	Active Navy... 3
(DON'T READ) → Don't know.... 7	Don't know.... 7	Don't know.... 7	Don't know.... 7	Don't know.... 7

52. If because of your job training and experience or college, you were able to receive a starting pay of $800 a month, which is $250 a month more than basic pay, would you be more likely or not more likely to join the military?

More likely..... ☐ → Would you be...
Not more likely..... 4 — much more likely..... 1
Don't know/not sure. 7 — somewhat more likely..... 2 (38)
or, just a little more likely.. 3

53. Now, assuming everything about the military stays the same as it is now, if there was a bonus of $5,000 for enlisting for four years or more and volunteering for combat duty or sea duty, would you be more likely or not more likely to join the military?

More likely..... ☐ → Would you be...
Not more likely.....4 — much more likely.....1
Don't know/not sure .7 — somewhat more likely.....2 (39)
or, just a little more likely...3

54. The military provides a type of educational benefit related to the length of service. If the military paid you up to $16,000 for tuition and expenses for your education, provided you served four years active duty and the benefit could be used by your wife or children, would you be more likely or not more likely to join the military?

More likely..... ☐ → Would you be...
Not more likely..... 4 — much more likely.....1
Don't know/not sure. 7 — somewhat more likely.....2 (40)
or, just a little more likely...3

55. Still thinking about the military as it is now, if you were guaranteed training in your first choice of skills, would you be more likely or not more likely to join the military?

More likely..... ☐ → Would you be.....
Not more likely..... 4 — much more likely.....1
Don't know/not sure. 7 — somewhat more likely.....2 (41)
or, just a little more likely... 3

56. The military provides financial support for schooling. For those willing to save $50 to $100 a month in an an education savings account, the military will add $2 for every $1 saved to a maximum of $8,000. Knowing this, would you be more likely or not more likely to join the military?

More likely..... ☐ → Would you be...
Not more likely..... 4 — much more likely..... 1
Don't know/not sure. 7 — somewhat more likely.....2 (42)
or, just a little more likely...3

(43-44 c

Version 7

48. Now, I would like to ask you a few questions about what you think the military could do to interest people like yourself to reenlist. 25 [7]

If because of your military job training and experience you were able to receive a starting pay of $950 a month, which is $400 a month more than the basic pay, would you be more likely or not more likely to reenlist?

More likely..... ☐ → Would you be...
Not more likely..... 4 — much more likely..... 1
Don't know/not sure. 7 — somewhat more likely..... 2
— or, just a little more likely.. 3 (26)

49. Now, assuming that everything about the military stays the same as it is now, if there was a bonus of $20,000 for reenlisting for four years or more, how likely is it that you would reenlist? Would you say "Definitely", "Probably", "Probably Not", or Definitely Not"?

Definitely..... 1 — Probably Not..... 3
Probably..... 2 — Definitely Not..... 4 (27)
— Don't know/not sure. 7

----------SKIP TO PAGE 12, QU. 54----------

50. Now I'd like to ask you a few questions about what you think the military could do to interest people like yourself in joining. For your information, an enlisted man in the military at the lowest pay grade receives $550 a month. When benefits are considered, the pay equals $850.

Please think in terms of your current annual salary or, if you are currently unemployed, what you would expect to be making if you were employed. If the military paid you the same salary as you are currently making how likely is it that you would enlist in the military? Would you say....(READ RESPONSES)?

Definitely ..... 1 → (SKIP TO QU. 51b)
Probably ..... 2 → (SKIP TO QU. 51b)
Probably Not 3 (28)
Definitely Not 4
(DON' READ) → Don't know/not sure .. 7

51a. Approximately how much more than the basic pay of $550 per month would you have to be paid to be interested in enlisting in the military?

$ _____ more per month — No amount would interest me.. 996 → (SKIP TO QU. 52) (29-31)

51b. In which branch of the service would you enlist? (32)

Air Force	Army	Coast Guard	Marine Corps	Navy
1 ↓ (33)	2 ↓ (34)	3 ↓ (35)	4 ↓ (36)	5 ↓ (37)
Is that the...	Is that the...	Is that the...	Is that the...	Is that the...
Air National Guard..... 1	Army National Guard..... 1			
Air Force Reserve..... 2	Army Reserve.. 2	Coast Guard Reserve..... 2	Marine Corps Reserve..... 2	Navy Reserve.. 2
Active Air Force..... 3	Active Army... 3	Active Coast Guard... 3	Active Marine Corps.. 3	Active Navy... 3
(DON'T READ) → Don't know.... 7	Don't know.... 7	Don't know.... 7	Don't know.... 7	Don't know.... 7

52. If because of your job training and experience or college, you were able to receive a starting pay of $950 a month, which is $400 a month more than basic pay, would you be more likely or not more likely to join the military?

More likely..... ☐ → Would you be...
Not more likely..... 4 — much more likely..... 1
Don't know/not sure. 7 — somewhat more likely..... 2
— or, just a little more likely.. 3 (38)

53. Now, assuming everything about the military stays the same as it is now, if there was a bonus of $3,000 for enlisting for four years or more and volunteering for combat duty or sea duty, would you be more likely or not more likely to join the military?

More likely..... ☐ → Would you be...
Not more likely.....4 — much more likely.....1
Don't know/not sure .7 — somewhat more likely.....2
— or, just a little more likely...3 (39)

54. Still thinking about the military as it is now, if you were guaranteed training in one of your three top skill choices, would you be more likely or not more likely to join the military?

More likely..... ☐ → Would you be...
Not more likely..... 4 — much more likely..... 1
Don't know/not sure. 7 — somewhat more likely.....2
— or, just a little more likely...3 (40)

55. The military provides financial support for schooling. For those willing to save $50 to $100 a month in an education savings account, the military will add $2 for every $1 saved to a maximum of $8,000, plus an additional educational bonus of $8,000. This benefit can be used by your wife or children. Knowing this, would you be more likely or not more likely to join the military?

More likely..... ☐ → Would you be...
Not more likely.....4 — much more likely.....1
Don't know/not sure..7 — somewhat more likely.....2
— or, just a little more likely...3 (41)

56. The military also provides another type of educational benefit related to the length of service. If the military paid you up to $24,000 for tuition and expenses for your education, provided you served four years active duty, and this benefit can be used by your wife and children, would you be more likely or not more likely to join the military?

More likely..... ☐ → Would you be...
Not more likely..... 4 — much more likely..... 1
Don't know/not sure. 7 — somewhat more likely..... 2
— or, just a little more likely.. 3 (42)

(43-44

Version 8

48. Now, I would like to ask you a few questions about what you think the military could do to interest people like yourself to reenlist. (25) [8]

Assuming that everything about the military stays the same as it is now, if there was a bonus of $20,000 for reenlisting for six years or more, would you be more likely or not more likely to reenlist?

More likely..... ☐ → Would you be...
Not more likely..... 4 — much more likely..... 1
Don't know/not sure. 7 — somewhat more likely..... 2
— or, just a little more likely.. 3

(26)

49. If because of your military job training and experience you were able to receive a starting pay of $1,100 a month, which is $550 a month more than the basic pay, would you be more likely or not more likely to reenlist?

More likely..... ☐ → Would you be...
Not more likely..... 4 — much more likely..... 1
Don't know/not sure. 7 — somewhat more likely..... 2
— or, just a little more likely.. 3

(27)

----------(SKIP TO PAGE 12, QU. 54)----------

50. Now I'd like to ask you a few questions about what you think the military could do to interest people like yourself in joining. For your information, an enlisted man in the military at the lowest pay grade receives $550 a month. When benefits are considered, the pay equals $850.

Please think in terms of your current annual salary or, if you are currently unemployed, what you would expect to be making if you were employed. If the military paid you the same salary as you are currently making how likely is it that you would enlist in the military? Would you say....(READ RESPONSES)?

Definitely 1
Probably ..... 2 → (SKIP TO QU. 51b)
Probably Not 3
Definitely Not 4
(DON'T READ) → Don't know/not sure .. 7

(28)

51a. Approximately how much more than the basic pay of $550 per month would you have to be paid to be interested in enlisting in the military?

$ _____ more per month
No amount would interest me.. 996 → (SKIP TO QU. 52)

(29-31)

51b. In which branch of the service would you enlist?

Air Force	Army	Coast Guard	Marine Corps	Navy
1 ↓ (33)	2 ↓ (34)	3 ↓ (35)	4 ↓ (36)	5 ↓ (37)
Is that the...	Is that the...	Is that the...	Is that the...	Is that the...
Air National Guard..... 1	Army National Guard..... 1			
Air Force Reserve..... 2	Army Reserve.. 2	Coast Guard Reserve..... 2	Marine Corps Reserve..... 2	Navy Reserve.. 2
Active Air Force..... 3	Active Army... 3	Active Coast Guard... 3	Active Marine Corps.. 3	Active Navy... 3
(DON'T READ) → Don't know.... 7	Don't know.... 7	Don't know.... 7	Don't know.... 7	Don't know.... 7

(32)

52. If bacause of your job training and experience or college, you were able to receive a starting pay of $1,100 a month, which is $550 a month more than basic pay, how likely is it that you would enlist in the military? Would you say "Definitely", "Probably", "Probably Not", or "Definitely Not"?

Definitely..... 1
Probably..... 2
Probably not..... 3
Definitely not..... 4
Don't know/not sure. 7

(38

53. Now, assuming everything about the military stays the same as it is now, if there was a bonus of $5,000 for enlisting for two years or more and volunteering for combat duty or sea duty, would you be more likely or not more likely to join the military?

More likely..... ☐ → Would you be...
Not more likely..... 4
Don't know/not sure. 7
much more likely..... 1
somewhat more likely..... 2
or, just a little more likely.. 3

(39

54. The military provides financial support for schooling. For those willing to save $50 to $100 a month in and education savings account, the military will add $2 for every $1 saved to a maximum of $8,000, plus an additional educational bonus of $8,000. Knowing this, would you be more likely or not more likely to join the military?

More likely..... ☐ → Would you be...
Not more likely..... 4
Don't know/not sure. 7
much more likely..... 1
somewhat more likely..... 2
or, just a little more likely.. 3

(40

55. The military also provides another type of educational benefit related to the length of service. If the military paid you up to $16,000 for tuition and expenses for your education, provided you served two years active duty, and this benefit could be used by your wife or children, would you be more likely or not more likely to join the military?

More likely..... ☐ → Would you be...
Not more likely..... 4
Don't know/not sure. 7
much more likely..... 1
somewhat more likely..... 2
or, just a little more likely.. 3

(41)

56. Still thinking about the military as it is now, if you were guaranteed training in your first choice of skills and being assigned to a related job, would you be more likely or not more likely to join the military?

More likely..... ☐ → Would you be...
Not more likely..... 4
Don't know/not sure. 7
much more likely..... 1
somewhat more likely..... 2
or, just a little more likely.. 3

(4

(43-44 open

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